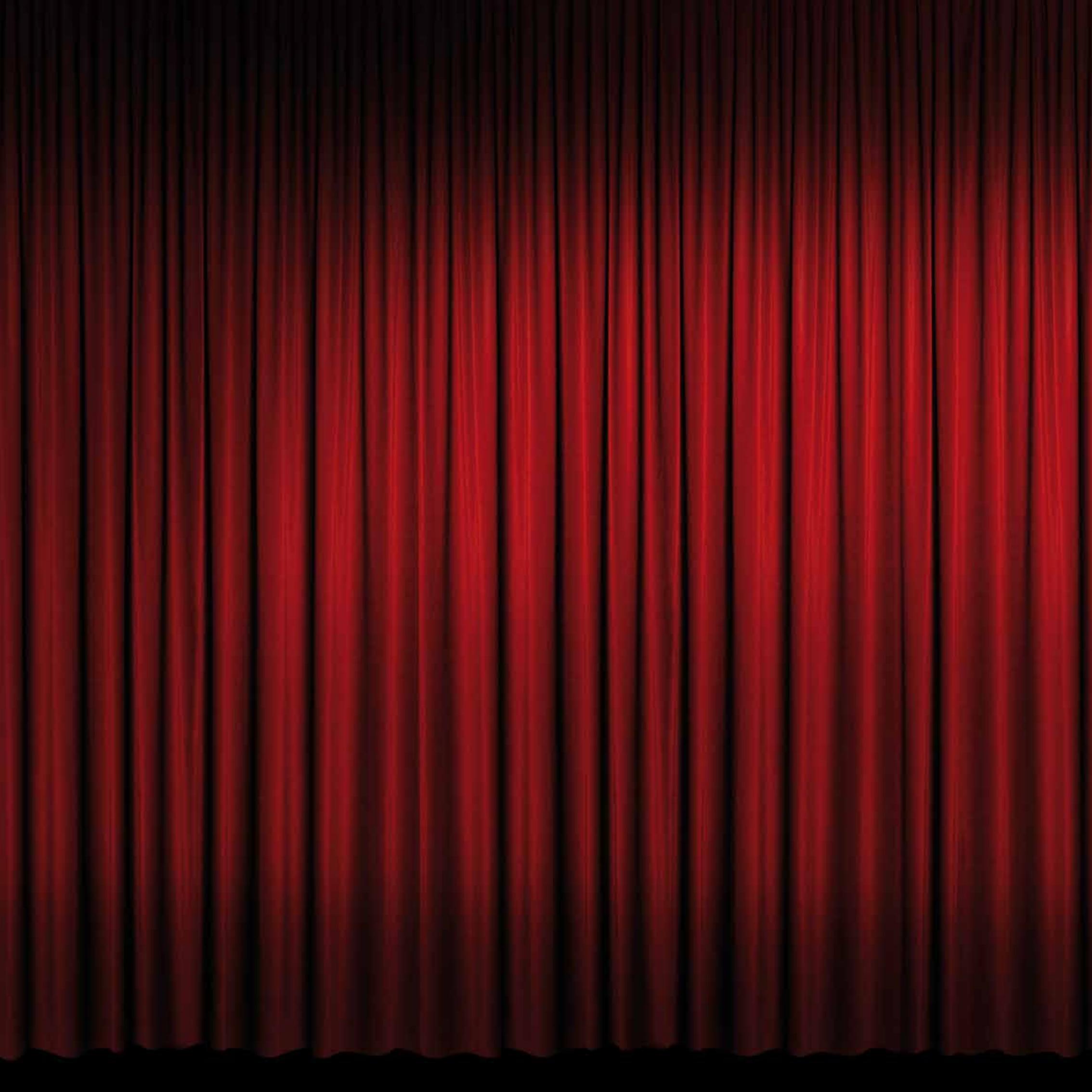
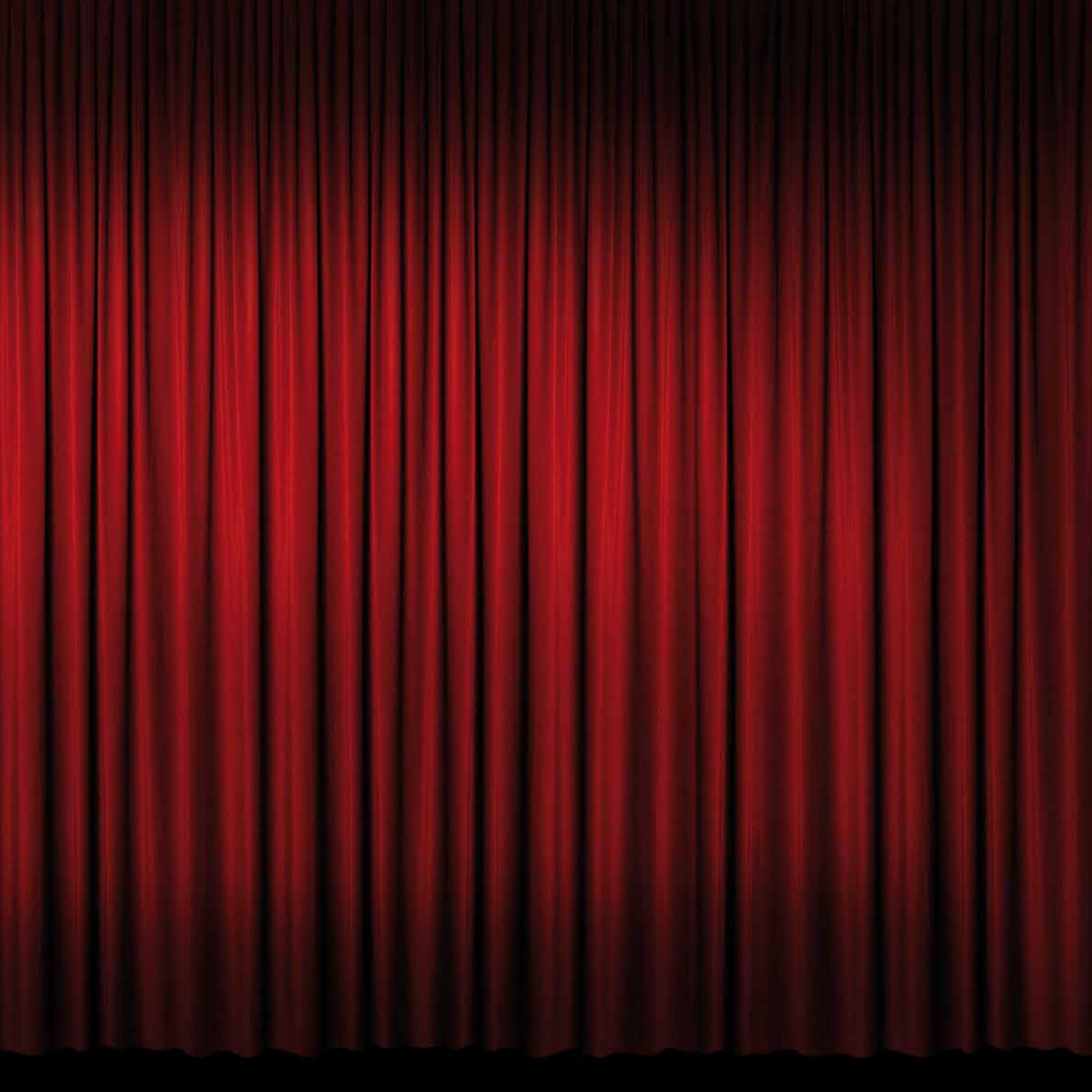




THE BRAND THEATRE EXPERIENCE  
*Light expressing different personalities*

**FAGERHULT**







# THE BRAND THEATRE EXPERIENCE

*Light expressing different personalities*

## OUR BRAND JOURNEY OF LIGHT

*Let us invite you to the world of commercial light*

LIGHT AFFECTS PEOPLE. It affects how we feel. If we feel awake or tired, if we feel busy or relaxed, or perhaps inspired. Our goal is to evoke feelings that result in greater shopping experiences - we want to enhance the commercial environment with the power of light. The feelings that are being evoked in your shop should be a reflection of your brand.

Fagerhult is an international lighting company with a network of creative lighting professionals. This capacity enables us to provide an excellent service to retail chains in different markets around the globe.

Our main focus is knowledge. For us this is the foundation of our relationship with our customer, understanding both their needs and their brand values. And,

of course, knowledge about lighting – how it affects people and, most importantly, how it can be used as a commercial tool.

We can offer you high-quality products specifically developed for retail environments. However, we want to take you through a complete lighting journey; discussing what lighting solution best suits your brand making sure your spotlights are showcasing your merchandise in the best possible way for your grand opening. But it doesn't stop there. From education, concept development, light planning, aiming and crucially on-going maintenance, we will cover the entire spectrum of your lighting project. Continue reading to explore how.







ESCADA

ESCADA



ESCADA



## THE ART OF RETAIL LIGHTING

*Attentive planning in every detail*

LIGHT IS COMPLEX. Its complexity has fascinated man since the beginning of time. Harnessing light for a specific purpose requires knowledge about how it behaves. There are many aspects to consider when designing an artificial lighting solution if it is to be visually effective, comfortable and pleasant. What we do know is that there is a number of elements that affect the result of the lighting solution.

First of all, to be able to see and experience light and the world around us we need contrasts. It is the transition from dark to light that creates contrast and this makes it possible for us to see. How and what we see is largely based on variations in our surroundings, whether it is differences in colour or in brightness levels.

When planning a lighting solution for a shop, it is important to resist the temptation to aim light everywhere to the same level. Planning the lighting solution is very much about balancing contrasts, brightness and shadows. The light should be aimed at the merchandise – what you want the customer to see – which allows small areas of darkness to be created in between the brighter zones to provide a contrast. A small portion of the lighting should spill over to the furniture and the interior of the shop to help with perception and orientation.

Light gives us shadows, which help us interpret depth and structure. The type of shadows you create depend on how you aim the light, which results in how we define an object. The right amount of shadows can create an environment which is interesting, informative and visually stimulating, but too many or too large shadows can make the impression unrealistic and deformed. Aiming the light in a precise way also avoids glare. Glare occurs when contrasts become too great and there is too much light for the eye to adapt to, causing discomfort and headaches. But it can be avoided with anti-glare protection such as honeycomb louvres or

barndoors. High levels of light and reflections from glossy surfaces can be a cause of glare, which is why it is important to know what type of interior is being planned when creating the lighting scheme.

A vital ingredient in creating the right ambience, light is often described as warm or cool. The term for this is colour temperature, which is measured in degrees Kelvin (K). Colour temperature is about the feeling or the experience of light. A low colour temperature such as 2700K is described as warm, while a higher number such as 6500K has a much cooler feeling.

A successful lighting design is often a careful mix of warm and cool light sources – as in nature where we see the warm sun on the cool sky. The light source will have a technical colour temperature and will affect the perceived colour temperature, depending on how it is reflected from other objects and surfaces nearby.

Planning the lighting in a shop is mainly about enhancing and highlighting the merchandise, but it is also about creating the right experience. Entering a shop with a warm colour temperature makes customers feel cosy and at home, while entering one with a cooler colour temperature is more likely to make them feel vibrant and energetic. Where merchandise is concerned, products with red colours come alive under a light source with high energy in the red spectrum, while an item that is blue or white will look much more attractive in a cooler light.

Different light sources have different abilities to render colours. This measurement is called colour rendering and is indicated with CRI (colour rendering index) where the sun is CRI 100. Most light sources have a CRI of 80-90. This is a very technical description of colour rendering, but the best way to choose a light source is to compare it on different colours and materials to see what looks best.



## THE COMMERCIAL IMPACT OF LIGHT

*Setting the stage for your customers*

LIGHT HAS BEEN PROVEN to significantly affect two human areas: vision and sense of excitement. Lighting is necessary for shoppers to process the relevant information in the shop, but it can also enhance specific products where the retailer wants to boost sales. In that way a lighting solution can increase sales. The commercial impact of a lighting installation can also relate to how well it correlates with the brand values and the total shop experience. These values can be more difficult to measure in direct sales, but we know a good lighting solution can reinforce brand value and give the visitor a better experience.

Most retail chains have an almost scientific way of planning their shops to get the maximum possible commercial impact. Merchandising is a word that retailers are very familiar with, but exactly how important it can be is not yet fully explored by all retailers. Lighting is an effective tool when you deliberately want to take the customer around the shop in a predetermined order, and a perfect way to complement and strengthen the effects of the layout of the store.

We have done tests in shops where we displayed soft drink bottles with narrow beams and a warm light to bring out the warm colours of the bottles. We

compared this with the same display using only general lighting, which is very common in supermarkets today. The result was that the customers paid more attention to the accentuated bottles and the sales of those bottles increased. It all comes down to how our eyes and senses work. Our eyes and senses are always looking and searching for the brightest spot, that's where the information is – no light, no information.

There are also aspects that will affect the visual experience other than the lighting itself. The colour and material of the interior as well as the walls, ceiling and floor affects the visual appearance of the room.

In the end, for us to see and read, we need contrasts. The wide variety of different retail brands ranges from bright and overexposed solutions through plain general fluorescent schemes to very dramatic, dark colourful ones. This means that what is perfect for one brand, is not ideal for another. This makes our work as lighting professionals very interesting and pushes us to be in the forefront of retail lighting design, and to better understand and deal with our client's needs – to ask ourselves how we can make a difference in making our client's brand as commercial and effective as possible.







Crystal Clear



FAGERHULT  
SUSTAINABILITY

## SOLUTIONS FOR A SUSTAINABLE FUTURE

### *Energy efficient lighting*

CRYSTAL CLEAR IS FAGERHULT'S environmental initiative. It's our way of emphasising the importance of working in a way that has the least possible environmental impact. And key to that is our focus on people. The people for whom we make lighting, but also our employees, and above all the coming generations. We are continuously working on improvements and constantly striving to come up with ideas and initiatives that make us proud, and ensure that we remain a sustainable company. We want our customers to be confident that we have the knowledge necessary to propose the most sustainable lighting solution.

#### **PLAN YOUR LIGHT**

There is a belief that an exciting lighting concept is more expensive and consumes more energy than a basic one. That is simply not true. It is all about doing researching and planning thoroughly: taking time to do an accurate analysis, questioning if any light is redundant, asking if the lighting installation could be planned in a better way, looking to see where lower wattages could be used, and whether a control system or dimming would be effective. It's about comparing the existing solution

with an upgraded one and drawing conclusions from the result. It is crucial to know the basic information about the shop's layout and ceiling height, but also to understand what feeling the customer wants to communicate.

It is also important to take into account the colour and material of the shop fittings. If the shop is planned with bright colours, it is easier to achieve a brighter-feeling with less sources of light. Being able to choose a light source with high efficiency (lm/W) will have a huge impact on the total energy cost. If it is possible to create a lighting installation done at approximately 3000-3500 mm above the floor, it is more likely to reach a high efficiency.

Consider carefully where the light should be aimed to create the best possible commercial impact. The products you want to emphasise should be the merchandise that are lit. Avoid wasting energy by aiming the light at empty spaces like the floor. To be able to create interesting light settings in the shop, a certain amount of darkness is necessary. Too many light fixtures with a high light level can create an over-lit, unatmospheric space.

#### **CHOICE OF TECHNOLOGY**

What technology you use is a very important issue. Sometimes the initial investment cost is higher for a more energy efficient light source, but the total cost over a few years makes it a lot more cost effective to go down that route.

LED technology has really broken through in recent years, and to a large extent is beginning to replace fluorescent tubes and metal halide. The technology is highly energy efficient and very durable, provided that the LEDs are used in luminaires specifically developed for them. LED modules also do not contain any mercury, which simplifies their handling at the point of recycling and reduces the risk of emissions to the environment. Investing in LEDs means that you don't just save money on lower energy consumption over a long period of time – you are also contributing to reducing waste in our throwaway society.

The reflector used in a luminaire has a very important function: it's what maximises efficiency and orients the light in the right direction. The use of anti-glare protectors also helps to steer and screen off the light so that the eye is not blinded. Often the reflector and anti-glare protector are two separate parts of the luminaire, but in some instances they can be combined into one part. The choice of materials for reflectors and anti-glare protectors is important for energy efficiency, so we choose them with care. The better the material, the higher the efficiency and also lower environmental impact.

The quality of electronic drivers and other light source control gear is very important for the energy

efficiency of the luminaire. Different types of control gear work best in different types of luminaires – and this, of course, is a choice that we make for our customers. At the design and development stage, we ensure that the control gear, light source and luminaire all work together to optimise energy efficiency and length of life.

One of the most important factors is that the control gear's temperature does not get too high when the luminaire is switched on. In the development of our luminaires, we don't just follow the control gear manufacturer's recommendations, we add an extra safety margin of 5°C. This means, in theory, that our luminaires have a better service life than specified by the manufacturers of electronic drivers and other light source control gear. And, of course, we use only electronic high-frequency drivers and control gear from the world's leading suppliers.

#### **CONTROL THE LIGHT**

More than 30% of a shop's energy cost is for lighting. Lighting control can bring significant energy savings to any application. In retail, LEDs are now a highly competitive light source, with great possibilities for dimming and control according to the activity in the shop. With Fagerhult's intelligent track, with DALI control, this is easily achieved.

There are many ways to control the lighting to save energy and the right way to do it depends largely on what kind of shop you have. Using sensors that detect movement and daylight are ways to avoid using artificial light when it is not needed. On a sunny day when strong light shines directly in the shop window you have

great opportunities to dim down your lighting and take advantage of the natural light while saving energy.

During times when the shop is less busy, you might want to save energy by decreasing some of the brightness. This can be achieved by using sensors that dim the light when there are no customers present, and you can also set different lighting scenes that can be changed easily. The scenes can be controlled by a timer or manually. Perhaps you need less lighting before opening or early in the day when the shop does not have as many customers.

The lighting installation does not need to be on full power all the time if you can control it. If a luminaire is dimmed by 10%, it is hardly detectable to the human eye but will create energy savings of approximately 10%.

Planning your lighting demands specialised knowledge. At Fagerhult we have expertise within this area and know what is required to create a solution that is not only energy efficient but is also functional. This knowledge also contributes another dimension – atmosphere. Light is an experience!

When you work with Fagerhult, you can rest assured that you have been offered the best possible lighting solution for your brands' sustainable future.



## CARING ABOUT THE LIGHT

### *How to maintain a commercial installation*

A LIGHTING INSTALLATION can lose up to 30% of the light quantity in one year. When you visit the shop daily it can be difficult for the eye to detect. We know that a well-planned lighting installation enhances your brand, highlight your merchandise and create an environment that your customers feel comfortable and inspired shopping in. That's why a commercial retail lighting solution is important for sales.

Often the lighting is deteriorating due to the fact that the dust generated in the store affect the luminaires. When dust encapsulates the drivers, the heat of the drivers increase. This results in a reduced lifespan of the lighting installation. Contamination of front glass and reflector contributes significantly to a decreased light output. By analysing the installation facts in a software

it is possible to know when it is time to change light sources.

Optimised savings on energy consumption is increasingly important to reduce and control future energy demands and directives. It will not be enough buying energy efficient products but also necessary to have a maintenance plan to keep the installation energy efficient over time.

Energy optimised installations with less fixtures demand a solid maintenance plan that contains maintenance of fixtures but also maintaining the commercial impact by aiming the luminaires sufficiently on to the merchandise. A maintenance plan shows that you care about your lighting installation and you get more value out of your investment.







## RETAIL TREND INSIGHTS

### *The impact of tomorrow's reality*

THE RAPID EXPANSION OF DIGITAL technology, especially the evolution of convenient mobile devices such as tablets, has radically changed the way we shop and our relationship with brands. This technology is also shaping the consumers of tomorrow. Teenagers of today are already convenient and creative co-creators, well informed by digital transparency, equipped with disloyal brand attitudes. Even young children, raised in the digital age, are already brand aware and showing strong preferences. These future consumers will expect new ways of accessing to retail brands.

These pressures from technological development and increasingly sophisticated consumer demand are forcing retailers to sharpen and expand their offer. It has become vital to work with a multi-channel mixed

platform that engages and reaches out to consumers. The future of retail will be a fluid, exciting mix of online, offline and mobile commerce. As a result, the actual retail space will be about so much more than just shopping. Retailers need to rethink their relationship with products, because retail won't be just about products in the future. Instead, brands will be about relationships, filtering, learning, fun and customer engagement.

That is exactly why we have named this material "The brand theatre experience", cause we believe it is now, more than ever, important to really use the physical store as a brand carrying platform and invite customers to a remarkable and well-planned "show" - even if it is a subtle one or a ravishing spectacle.

## FLEXIBLE AND DYNAMIC SETTINGS

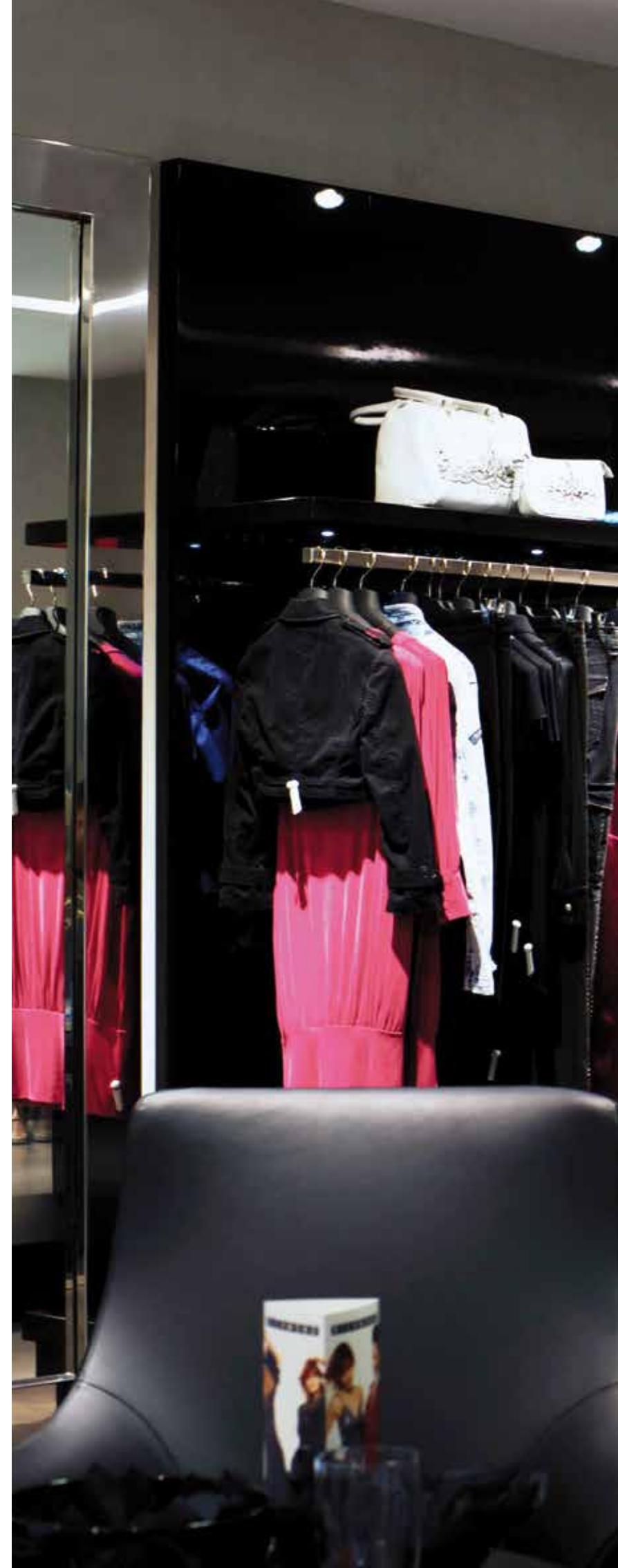
### *The decline of uniform retail blueprints*

AS THE PACE OF COMMUNICATION and lifestyles accelerates, the hyper-local store experience will become increasingly important to a generation of consumers nurtured on the Internet – global in their outlook yet determined to feel a sense of community in an increasingly fragmented society.

To claim the attention and interest of these consumers, living in a world of constant change and choice, the retail interior and brand strategy will be crucial. Convenience is another key factor. Ten thousand square metres take too long to get around. Retailers are offering small boxes rather than big-box spaces – we are moving from the superstore to the super-convenience store. Many larger retail chains are now working to create different formats and expressions in stores. Often these are adapted according to the specific locale in which they are sited, so that product selection, interior

and concept are appropriate for the location and local culture. Consumers are turning away from globalised, uniform retail blueprints to locally authentic offerings, which are in touch with communities. And the retailers are responding. Several larger chains have dared to break their incorporated pattern of having identical shops to gain stronger brand recognition. They rather adapt concepts along with the local settings.

But the community change and so do trends, products and consumer behaviours. Consequently, retailers must meet these changes in terms of creating adapted offerings and campaigns that appeal and attract the consumers. Now, more than ever, it is important to be able to transform the shop over the year, especially since the changeable e-commerce have made consumers used to constant updates.





RICHMOND

RICHMOND

EXE

PRIVATE





## EXPERIENCE IS THE NEW COMMODITY

*Seeing and experiencing amazing things*

AS DIGITAL TECHNOLOGY MAKES it easier for consumers to compare, create, interact and purchase, retailers need to intensify their offer. Why bother going all the way to an actual store when you can get the same merchandise more easily and more conveniently online? The answer is a well-planned multi-channel mix in which the physical store still plays an important part.

Shopping will not only be about transactions, it will be about seeing and experiencing amazing things. The new generation expects to be entertained and to visit retail spaces that encompass both the offline and online worlds. Fused retail shops are now appearing, featuring commercial areas but also music scenes, spas, galleries, barbers and coffee shops all in the same space. And this is a perfect way to give the shopper an appealing 360-degree experience.

Increasingly, the retail space is being viewed as a theatrical scene, taking brands and retail concepts to new startling heights. Clever retailers engage customers with stimulating scenery and intriguing stories thoroughly narrated around the brand – they surprise visitors and dare to be unusual and push our emotional buttons. It is therefore important to consider every part of the store and the total retail experience, from interior to lighting, service and marketing.

Over the coming decade, 'more than a store' experiences like this will redefine and evolve the convenience store by layering different elements of a retail proposition based on the needs of the local community, new consumers and advanced digital technology.

## THE POP-UP CONCEPT

*Instant, raw and honest*

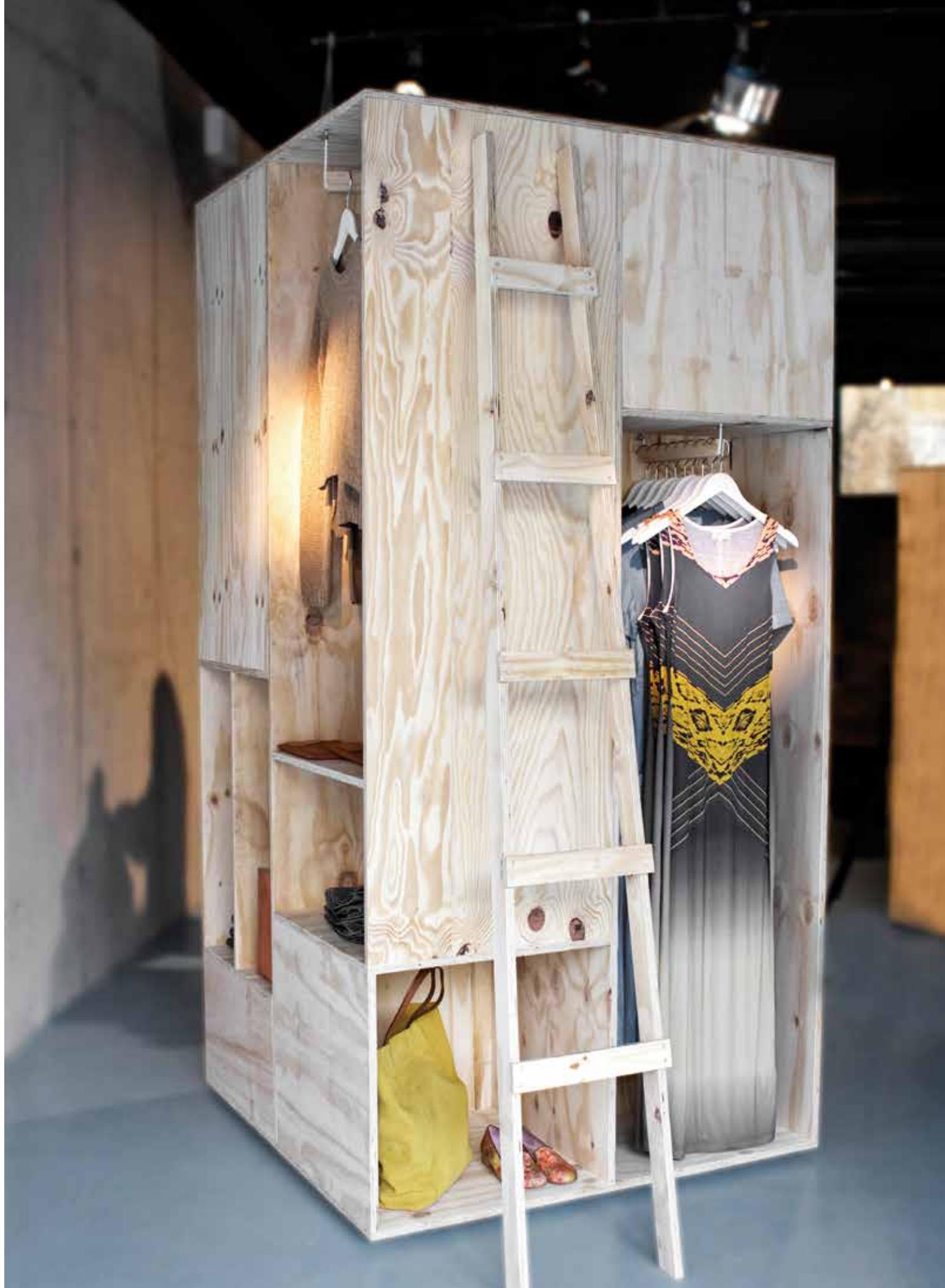
AS CONSUMERS' LIVES HAVE become busier, shopping patterns have shifted away from the weekly shop to the 'what I need now' shop. Consequently shops need to be where the consumers are. That is just one reason why the pop-up concept has been so successful. Retailers also want to attract attention and to create a buzz so that the experience, and the brand, are talked about.

The pop-up principle involves creating a temporary shop in all kinds of places and in all kinds of ways. A crucial factor is often to pop up in places that are totally unexpected – the underground station, on the beach or in the middle of a city park. There is also a raw and industrial-looking feel to many of the concepts – even luxury brands experiment with basic materials such as wooden crates, concrete and steel to create the feeling of a spontaneous and disordered environment, a contrast to their otherwise clean and controlled brand. But

the pop-up trend has emerged beneath the portable format – many brands also embrace the type of style in terms of interior and setting that is created in pop-up stores even if the store itself is permanent.

Zalando's pop-up store (pictured right), created by the Danish-born architect Sigurd Larsen, is a great example of the concept. Inspired by the large wooden crates used in the shipping industry, the shop features three freestanding boxes, each revealing a separate collection. The boxes are placed at angles to the concrete walls, guiding the visitor through the space. Concrete stools echo the materiality of the walls, and act as counterweights for the hangers of a fourth collection. Prior to the opening of the store, stacks of white boxes were used to cover the windows. Over time, the facade of white boxes disintegrated, revealing the content of the shop day by day.









## RURAL AND AUTHENTIC

### *Longing for a countryside lifestyle*

FLOODING CITIES, THE STRESS OF THE STREETS, the rush of life and the consequence of constantly being connected are making inhabitants inspired by the ideals of the good life - as well as rural and authentic settings providing an escape from the urban concrete jungle. This is also a consequence of weariness of the anonymity of globalisation and multinational corporations that have expanded over the last decade. Global is turning "glocal".

People are starting to question where the things they consume are coming from; where are the product produced, of whom, of what. Instead of buying something from an anonymous company, they want to know their farmer and their merchant. Also two in three people around the world say they want to simplify their daily routine, and two in five plan to adopt a slower

lifestyle (EuroRSCG). Some try living hyper-locally, growing their own food, keeping rooftop bees and backyard chickens and in the process, reconnecting with their communities. Ethical consumption and transparent supply chains are matters close to the heart of these consumers.

Consequently, this is a perfect position for the authentic convenience store of the future. One of the biggest trends to note for the coming decade is the return and rise of the urban shopkeeper and the corner shop. In fact retail brands are already tapping into the austere character and visual signals of the local, small-scale micro-brands creating new conversations and relationships between the retailers and their customers.



## LIGHTING CONCEPT DEVELOPMENT

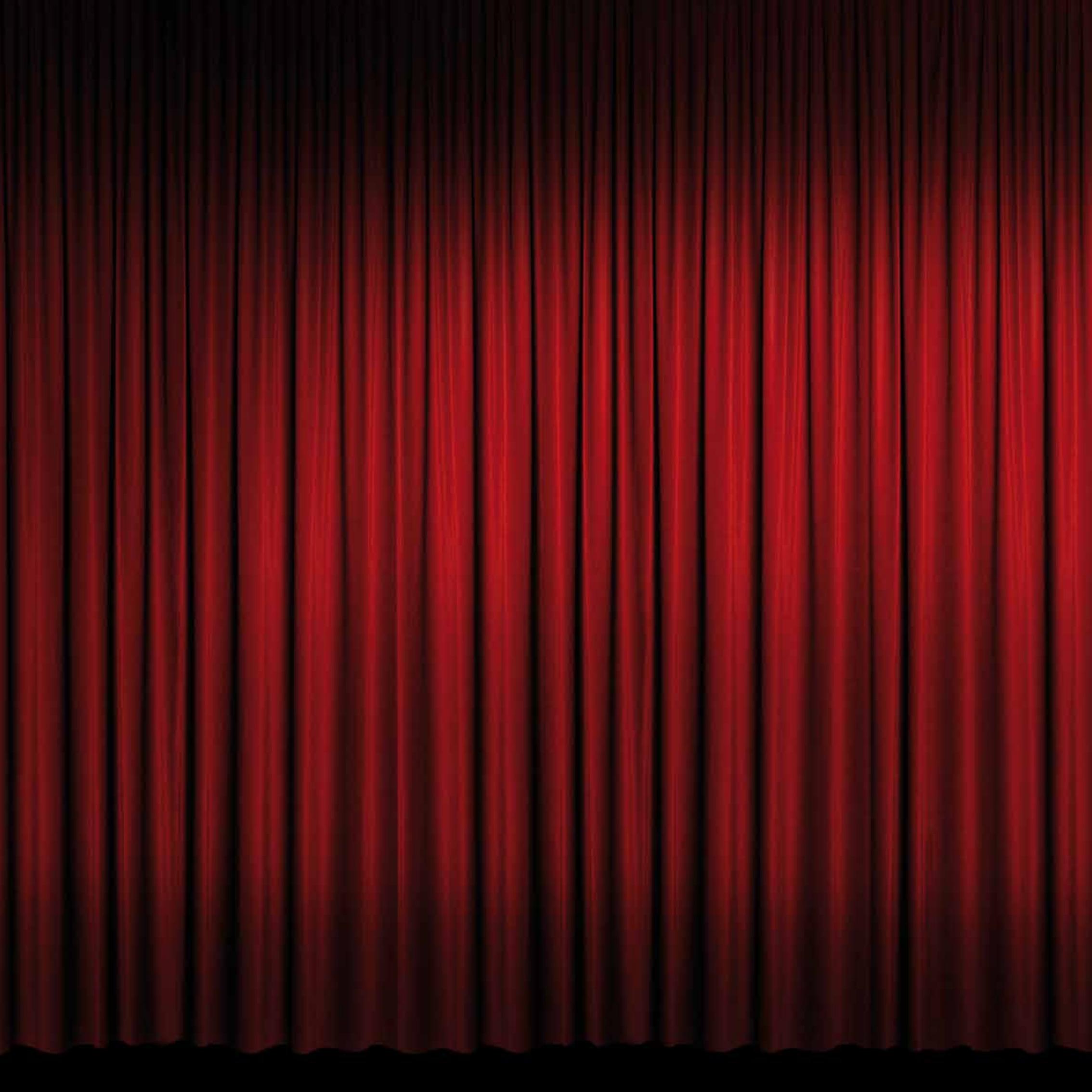
*Introducing two different personalities*

OUR APPROACH IS TO offer the customer guidance and advice on how their lighting solution can compliment or enhance their brands personality. Both the lighting design and the design of the fixture contribute towards the communication of a retailers brand values. Whether you have a clear sense of direction or a general impression, we offer the ability to transform the feeling you want your customers to experience trough the lighting solution. A broad range of products, coupled with the capability to make special adaptions, offer our lighting designers the best possible tools to an optimised solution.

Over the following pages we want to describe the journey of light we work through together with our customers, in a very real and visual way. We hope this process will help illustrate how we implement creative and enhancing lighting solutions, based on concept development.

To achieve this we have chosen to describe two totally fictional brands and the story behind them. Knowing the brand and its story triggers a lot of creativity with our lighting designers and the result of the shop can be a real brand experience - with the light setting the scene.





—twenty**ounce**denim—

## THE BRAND

*Hip, social and fair*

A SHOP FOUNDED BY brother and sister John and Kate. John used to be a semi-famous guitarist and Kate has always been really into fashion. She worked in a bunch of different shops before they decided to start their own brand together. They based the concept on youth culture, especially music. The company quickly grew into a chain of stores, but the sibling duo has high standards and clear picture of what areas to establish their shop. They are also on top of getting the right image for the individual shops, avoiding the feeling of a large

commercial and overexploited chain. Most of the communication is based on social media. Almost nothing is spent on advertising or expensive TV commercials.

Deeply into music, they find up-and-coming bands to play in their shops, and also have fashion shows and other events to create a buzz around the brand.

Their clothes are manufactured in factories where they have made sure that workers have fair conditions and fair salaries.









## THE TARGET GROUP

*Meet Lisa - informed and independent*

LIVING HER LIFE THROUGH her smartphone, the shop is a place where Lisa meets her friends in real life. Meets people with the same interests. Hangs out. She is living her life online. She's into fashion, but not a specific brand. She often has an image in her mind of what she wants to wear. If she can't find it online or in a shop, she will sew it herself. Or find someone else who will. Lisa buys a lot of vintage clothes, visits flea markets and is very sure of her identity. She also likes music. In the future she wants a creative profession.

Shopping is not only buying. It is experiencing. Finding new ways to express herself. Finding out what's out there. Visiting her favourite shop to listen to a band. Having coffee, not buying anything. She will probably

try out a few things and maybe order them on the company's website later.

Lisa and her friends are typical "glocalists". Although she loves travelling she wants to keep her IRL-social life personal. Concerts should be small and intimate, preferably with an independent band that not many people know about. Shops should not be huge and all look the same. Individuality is the key word. She does not want to look like everyone else, and she does not want her shop to look like just any shop.

The retail brands she likes should keep the line of communication open with their customers. They should listen and they should care. If they do, they have a friend in Lisa. If they don't, she will find a new friend.

## TREND CONNECTION

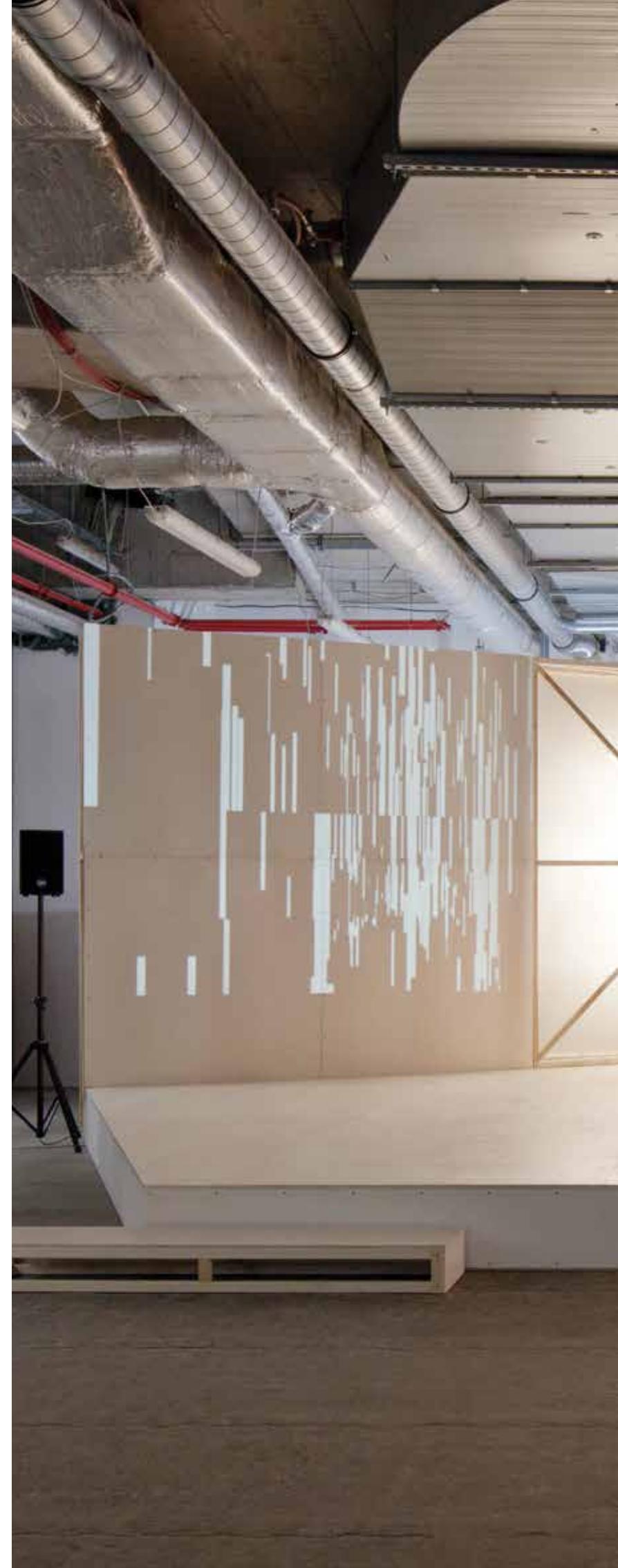
*Industrial, deserted and straightforward*

DRIVEN BY THE NEED FOR retail to become increasingly experiential, a number of stores are taking the pop-up theme further and setting up in abandoned, rough-and-ready spaces. In contrast to extreme and artificial concepts that scream for attention, we are now witnessing an ever-more raw and honest expression in retail.

For example, retailers are searching for abandoned shops or industrial spaces to offer a glimpse of what was once there – or alternatively to evoke a similar atmosphere in a city store. This is what Twenty Ounce Denim is trying to do. The store concept has been

inspired by this trend and the vision is to create an ambience that is rustic and authentic.

Another benchmark could be Hypermarché, which is a temporary concept store, but also a bar and a venue for cultural events in Hamburg. Staging live music, readings, DJ-sets, exhibitions, dining and much more, it aims to attract young locals. The interior makes extensive use of warm materials such as wood and cardboard in contrast to concrete and metal to create the concept. Three clear zones with different materials and lighting were also used to create the perfect atmosphere.





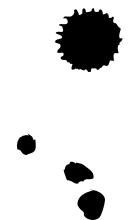
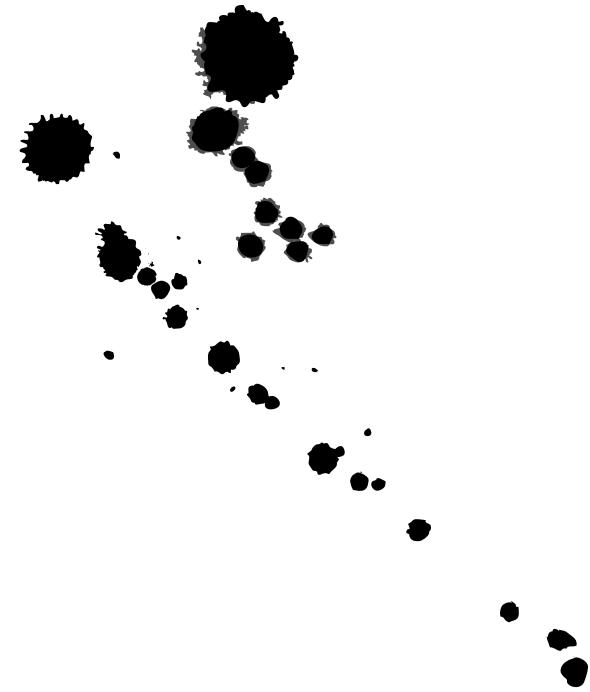
Flexible

Energetic

Full of attitude

Sustainable

High Profile



## CUSTOMER SPECIFICATION

*Creative freedom but with certain restrictions*

THE WORD WHICH BEST crystallises Twenty Ounce Denim is flexibility. The multifaceted space is a shop, a social place, bar, movie theatre and venue all in one. This demands a flexible lighting scheme. They wanted a system which addresses the commercial needs during the day which is equally as suitable for the varying events taking place during the evening. Crucially it has to be easy to use and control. To achieve this, the lighting must be able to morph between different emotions, such a softer movie-night appearance and a more energetic concert performance.

Modern and full of attitude but keeping the energy consumption down in a creative way; social responsibility is significant for staying true to the values of the brand. Since Twenty Ounce Denim use their shops as their most central communication tool, the budget for interior, communication is not that restricted but incredibly high profile. Twenty Ounce Denim is very sure of their target group and their brand values, but not that knowledgeable in lighting.



## OUR CREATIVE PROCESS

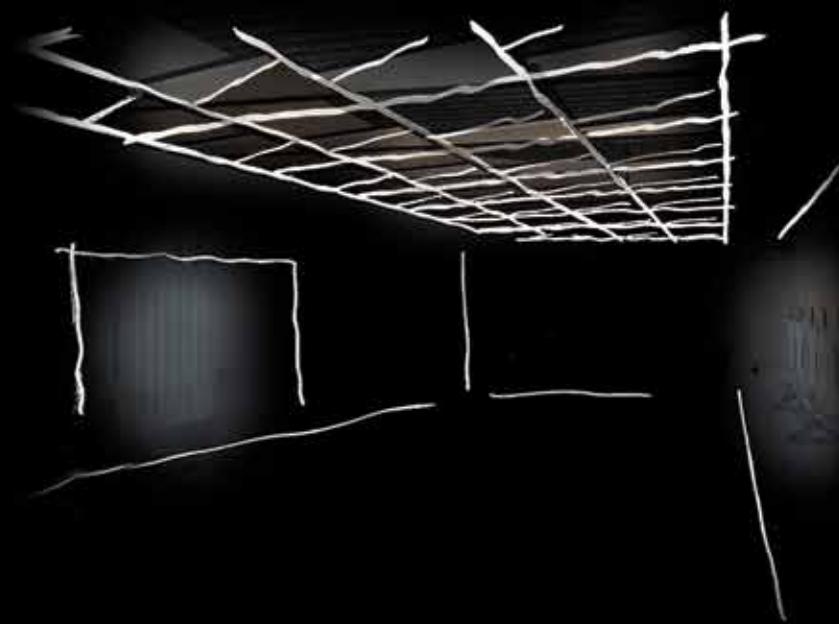
*Engaging different transformations*

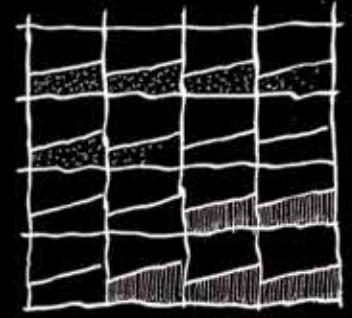
WITH THE CUSTOMERS' demands for a highly flexible and dynamic lighting solution, our lighting designers had an interesting challenge to develop a solution which would perform in different environments. The ability to control and shape the light for different events had to be central but this could not be at the expense of efficiency.

To maintain a high level of social responsibility the lighting designers focused on a solution with low energy consumption, using LED luminaires. This approach was not simply energy conscious; the long-

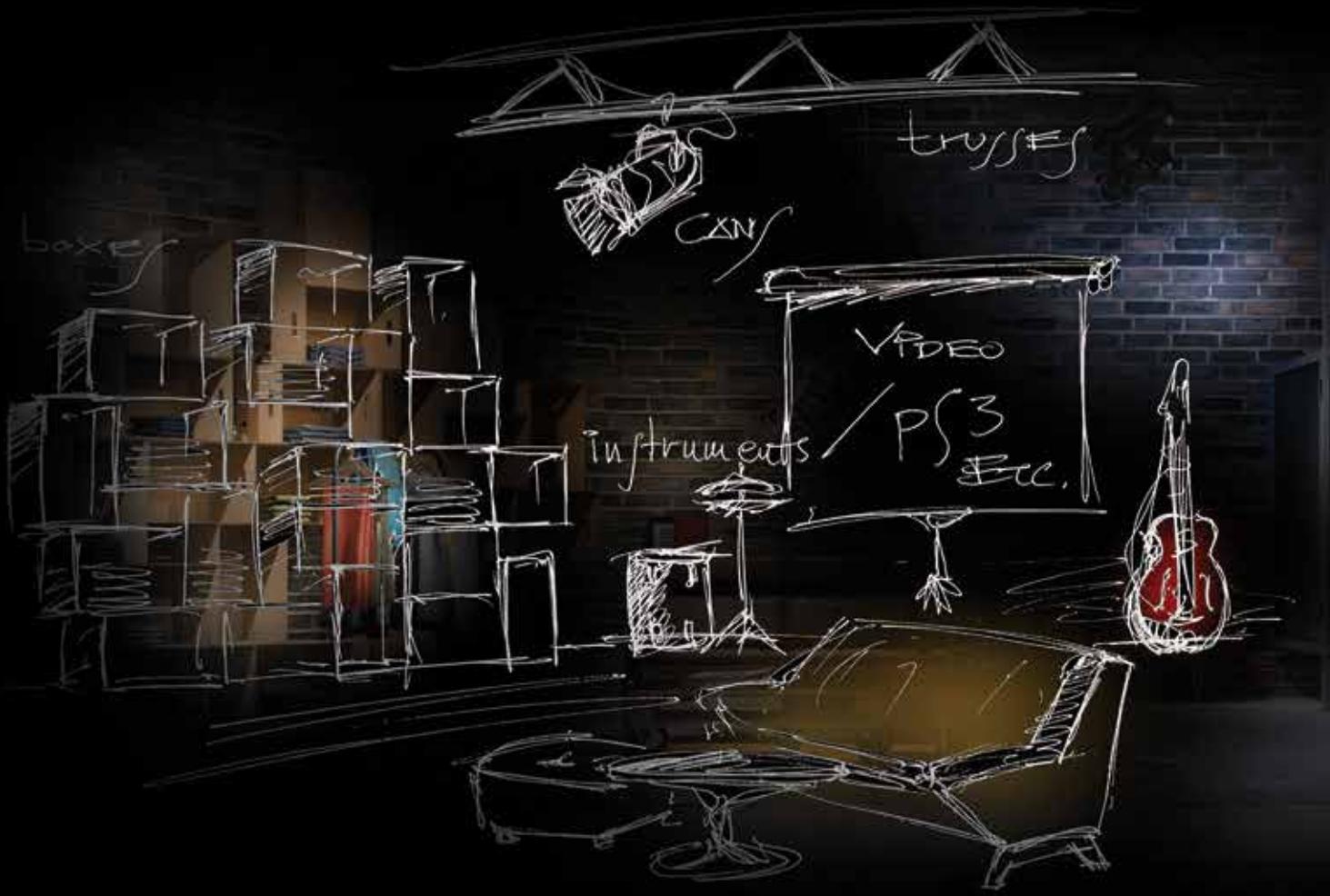
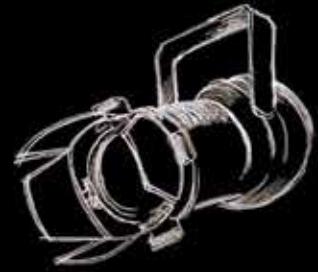
life characteristic of LED ensures the light source doesn't need to be changed so frequently.

The third aspect which had to be addressed was the visual expression of the shop. As the branding of the shop is so important to the customer it is essential they got this right. The inspiration behind the visual experience is expressed in the mood boards across the following pages. Words like stage, theatre, youth culture, and social networks were all core to the thinking behind the concept.





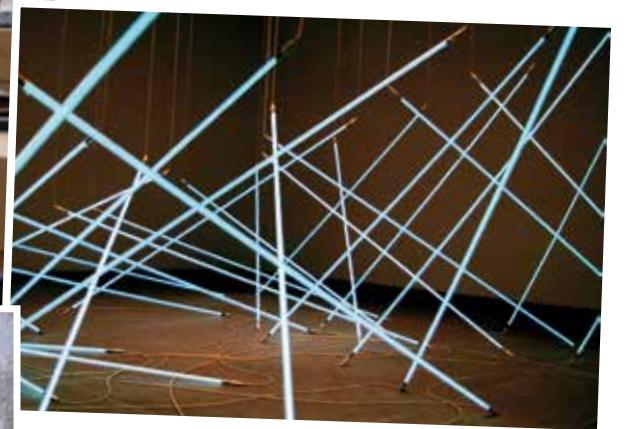
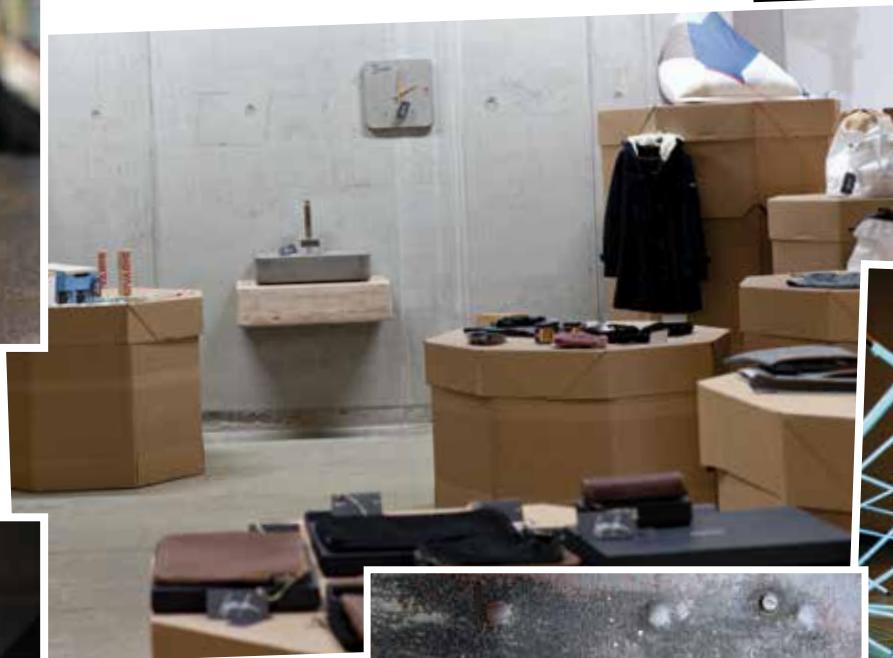
1200 x 1200 + AN EXTRA BEAM  
... AND DIFF. FILLERS



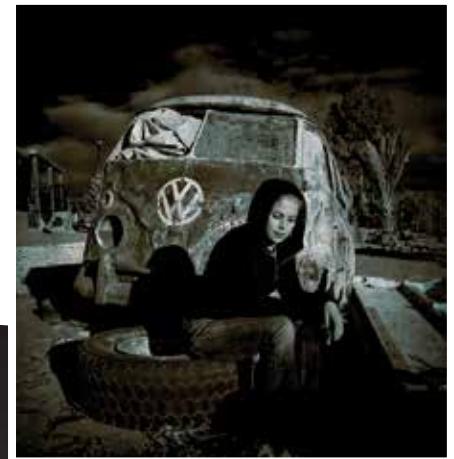
—twenty**ounce**denim—



Street



BRAND  
IMAGE



With attitude





# UNDERGROUND



EDGE

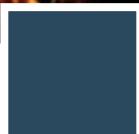


## MOOD BOARD

*Capturing the feeling of the concept*

THE INSPIRATION BEHIND the lighting solution for Twenty Ounce Denim was taken from abandoned and rustic areas of the city, unified as part of the overall interior concept. Materials such as concrete, wooden brackets, cardboard and bricks set the stage for florescent tubes and a creative ceiling solution made from black tracks. As the client wanted the space to provide a secondary role of a social space for events, the designers drew from the distinct atmosphere of the crowded yet intimate progressive local music clubs. A common theme for "setting the stage" was infused in the design, bringing together ideas of a truss of track and theatrical spotlights.

For the concept of Twenty Ounce Denim we identified the value adding conclusions of; rawness, industrial atmosphere and suburban culture.



SETTING THE STAGE

## THE SOLUTION

### *Flexible and dynamic*

WITHIN THIS SECTION WE HAVE chosen to focus on three different parts of the shop; the social space, a wall display and a shop window. All three are key areas for the retailer to enhance.

The concept behind the Twenty Ounce Denim is to create a space which is as much an arena for events and activities as it is a shop. Flexibility has to be at the centre of this approach, transforming a store full of people during the day into a music club where independent bands play gigs at weekends. With its boxes and pallets, this store has typical traits of an industrial looking pop-up shop. This not only enhances the visual appeal but also provides the flexible and functional solution this store demands.

An intelligent and controllable track system is installed throughout the shop to meet the demands of a flexible solution. In combination with LED-spotlights and fluorescent luminaires the lighting can be dimmed down to create a specific atmosphere, but also to save energy. During events the lighting solution can be dimmed down to approximately 10-20%.

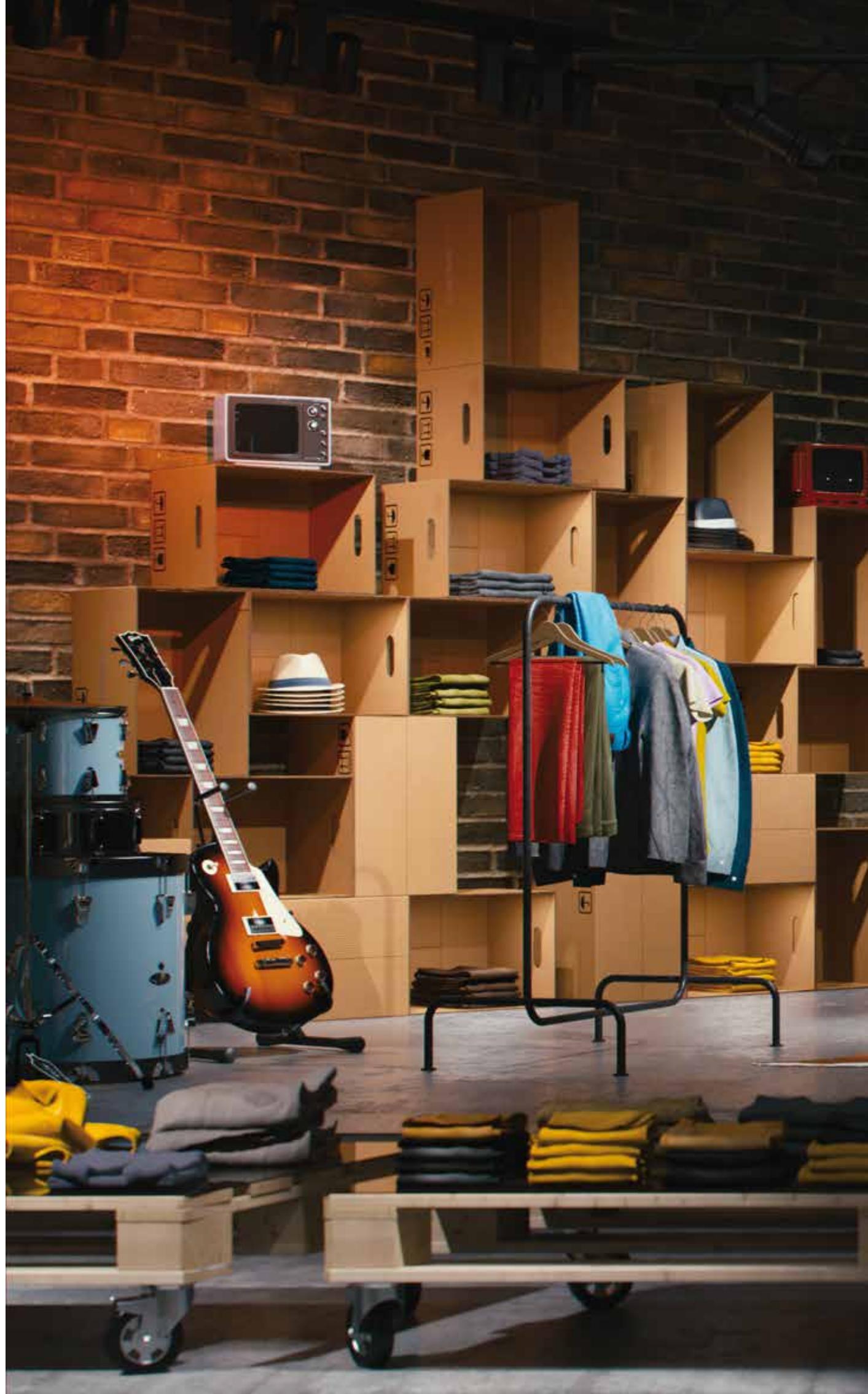
The energy consumption of the shop is about 10 w/m<sup>2</sup>. This is due to both the selection of fixtures equipped with effective reflectors and light sources optimised for dimming technology and considered lighting design, ensuring the spotlights are positioned and aimed in the right place.

#### **THE SOCIAL SPACE**

Used during the day a social area where friends of the shopper can relax on comfortable sofas and give their opinions on the clothes being tried on. Alternatively the space can be used as a hang-out for people to read fashion magazines whilst having a coffee. This part of the shop is elevated as it serves as a stage at night.

The luminaires are designed to suit both the shop and club environment. They share many of the same traits as those used in the theatre or stage, where relatively large spotlights are supplemented with barndoors to make the light distribution narrower and more exciting. The luminaires in this area are connected to a truss, further engaging the sense of it being a stage. Using a control system it is possible to shape the light in different ways, capturing the feel of being in a nightclub.

The large pendant in the centre of the room is a typical way to draw attention and works as brand carrier.





twenty **OUNCE** denim





## THE SHOP WINDOW

*Brand building and unconventional*

THE SHOP WINDOW IS CONSTANTLY changing. It is used to display the latest collections, promote the band playing the coming weekend; all the while showcasing the merchandise selected to represent the bands style. The lighting is incredibly theatrical, capturing the attention of people passing by.

The clothes on the hanger are distinctly lit with narrow beam spotlights from two directions to create sharp shadows and a dramatic feeling. The spotlight, aimed at the logo, is placed a short distance from the wall to get as narrow light distribution as possible. Cove lighting positioned at the bottom of the wall enhances the dramatic feel.

The entire shop window is lit with narrow beam LED 3000 Kelvin, except for the spotlight aimed at the wood, which is 2700 Kelvin, to emphasise the warm feeling of the wood.

The objective of the shop window is to highlight the brand values of Twenty Ounce Denim.

## THE DISPLAY WALL

### *Roughness and depth*

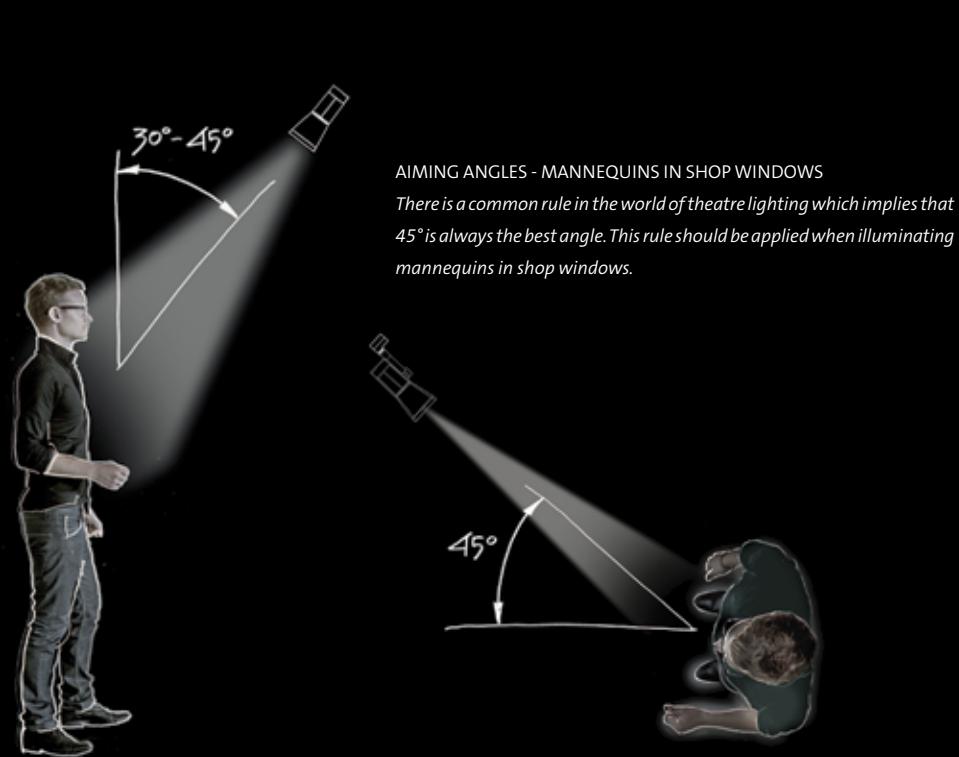
THE CONTAINER PANELS on the concrete wall compliment the other materials which create the raw and industrial feel of the shop. Cove lighting behind the container panels provides a “3D-effect”, enhancing the cool feeling of the concrete wall.

The merchandise is lit with high contrast with a narrow beam reflector. The custom-made, suspended ceiling fluorescents can be dimmed down to 50%, so not to destroy the aesthetic accentuated output that the spotlights create.

To avoid people passing by the shelves without seeing the lower parts, this section of the shelves has been equipped with an integrated linear LED 3000 Kelvin.

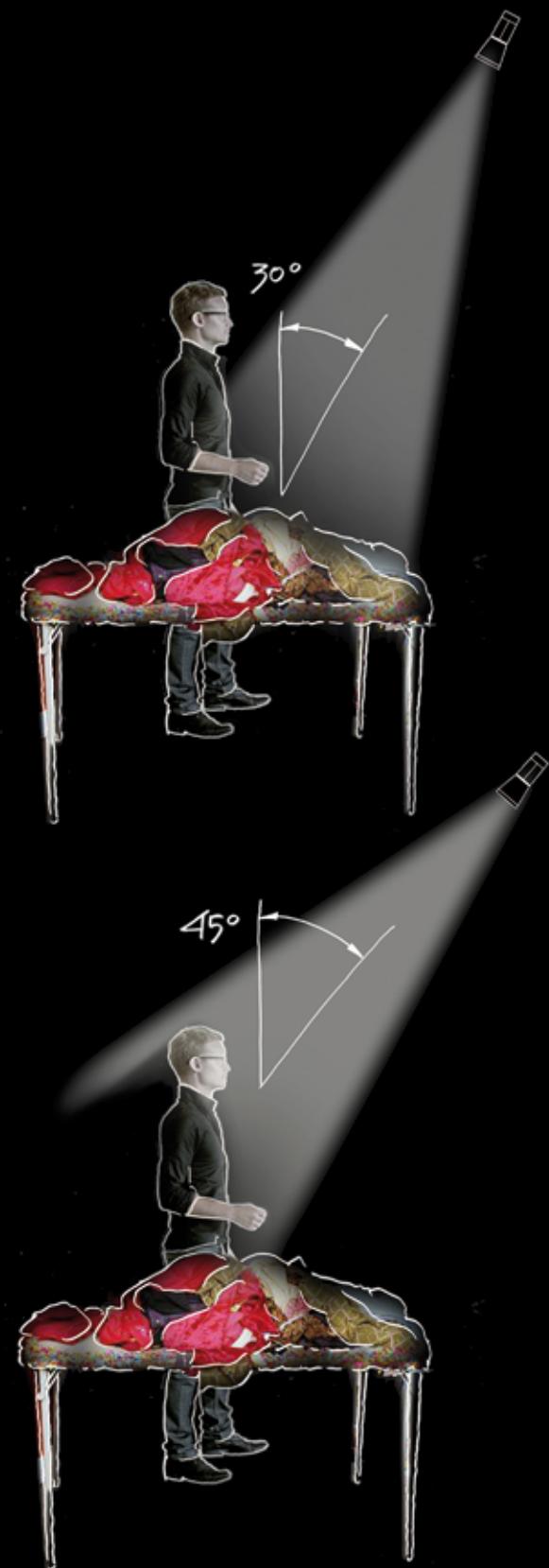






#### AIMING ANGLES - MANNEQUINS IN SHOP WINDOWS

*There is a common rule in the world of theatre lighting which implies that 45° is always the best angle. This rule should be applied when illuminating mannequins in shop windows.*



#### AIMING ANGLES - IN THE SHOP

*When it comes to aiming spotlights in the shop area, aiming the light with angles over 30° is out of question. The reason is that it will cause lots of disturbing glare for the customer and this is one of the largest problems in a retail area. When aiming luminaires in a shop, the angle should never be more than 30 degrees.*

## ILLUMINATING FASHION APPLICATIONS

### *Optimising commercial impact*

SEVERAL IMPORTANCE FACTORS have to be taken into consideration when lighting a fashion shop. It's essential that the light displays the product in the best commercial way but it is equally important to create a comfortable lit experience for the customer.

Applications such as display tables, shelves and mannequins are commercially important due to their large exposure to the customer while fitting rooms have a great influence on their decision to make a purchase.

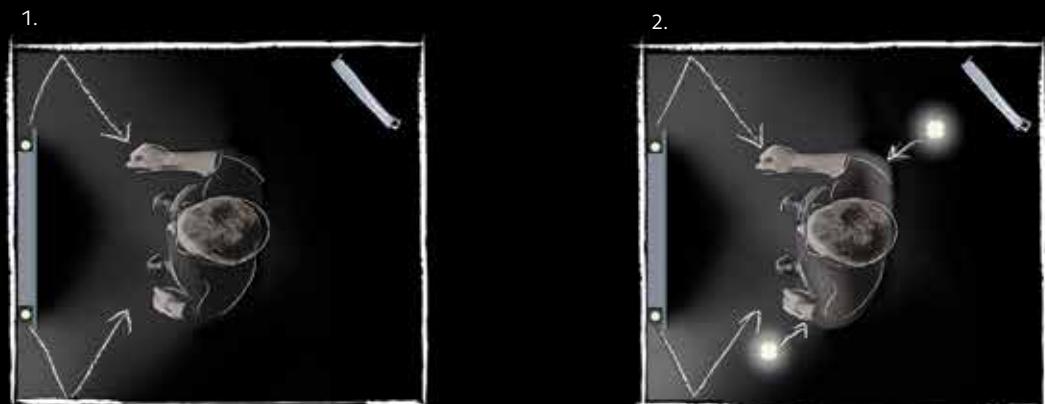
In this spread you can see examples of how to illuminate these areas in an optimal way. A very useful

reference guide when planning the distance between the interior and the luminaires in the ceiling is to take the mounting height and divide it in three and then add the depth of the shelves. For instance, if the ceiling height is 3 meters and the shelves are 0.35 meters deep, the track, or downlights, should be mounted a distance of 1.35, from the wall. This produces the best results for the accent light and illumination of the products. Positioning the accent lights closer to the interior can result in excessive shadowing under each shelf, negatively impacting on the display of the merchandise.



#### SHELVES

The first image, shows the optimal distance for lighting aimed to the wall interior. The second image illustrates the problems when fixtures are placed too far away from the wall. First of all the shopper will shade the interior, but there will also be lots of glare when turning around. The third image illustrate the problem you get when fixtures are placed too close - there will be lots of shadows under each and every shelf, no illuminated products and very high luminance at the top of the interior.

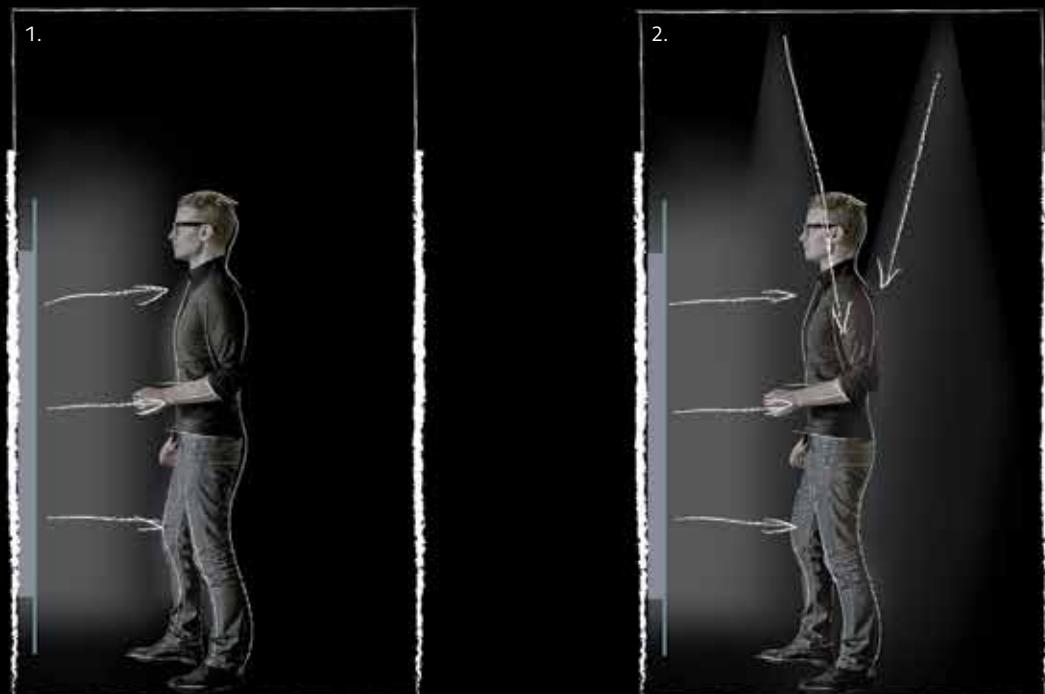


#### FITTING ROOMS

Image no. 1: The optimal solution for lighting the fitting room is illuminating the customers' whole body, from head to toe, with vertical light then adding some accentuated light from above. Having vertical light illuminating the whole body of the consumer is crucial.

Image no. 2: The accentuated light increases the experience and the texture of the clothes. It is important that the positioning of the downlights avoids disturbing shadows and glare in the face of the customer. If the light is only coming from above, it is not possible to cover the whole body in light. Adding cove lighting behind the mirror or adding light coming through the mirror helps avoid this. Which option you go for is a question of design and taste.

In the picture from above, you can see how to place the fixtures. One should be placed in front of the customer to provide a textured feeling and one from behind to help seeing the back through the mirror behind. If possible, the best solution is to have some horizontal light illuminating the face, taking inspiration from the theatre by positioning the lights all the way round the edge of the mirror, safeguarding against shadows under the eyes. Having the mirror in a theatre dressing room in mind there are always lamps all around the mirror to avoid shadows under the eyes.





Junkyard, Sweden



NIKE, United Kingdom

## FRIENDS OF OURS

*Brand experiences for greater shopping*

FAGERHULT HAS HAD THE opportunity to work with numerous successful brands around the world. Some of them have been widely known and highly influential. Others have been small and upcoming players with a brave vision. We equally enjoy working with both.

The Swedish skate shop Junkyard had a large web presence and wanted to fulfil the brand experience in their flagship store. They did not have many restrictions and demonstrated a very open-minded approach to the creative process of the lighting design. Junkyard wanted to create a stimulating experience for the customers which would enhance the store brand. Fagerhult, given no restrictions, immediately saw the potential in creating an inspiring solution. Soon the idea of “creative chaos” was born.

Nikes interior concept idea was to communicate the image of a “1960’s school gym”. The conceptual lighting design is based on contrasts and shadows achieved with a very accentuated lighting solution. Nike shops with this lighting design have opened all over Europe, from Helsinki to Mallorca.

Moss Bros in the United Kingdom wanted to make an upgrade of their existing shop concept to revitalise their brand. The inspiration of the concept was a gentlemen’s club. The result was very well received, creating media attention.

These are just a few examples of successful cases we have accomplished, working in close collaboration with our customers and partners.



*Bosco, Russia*



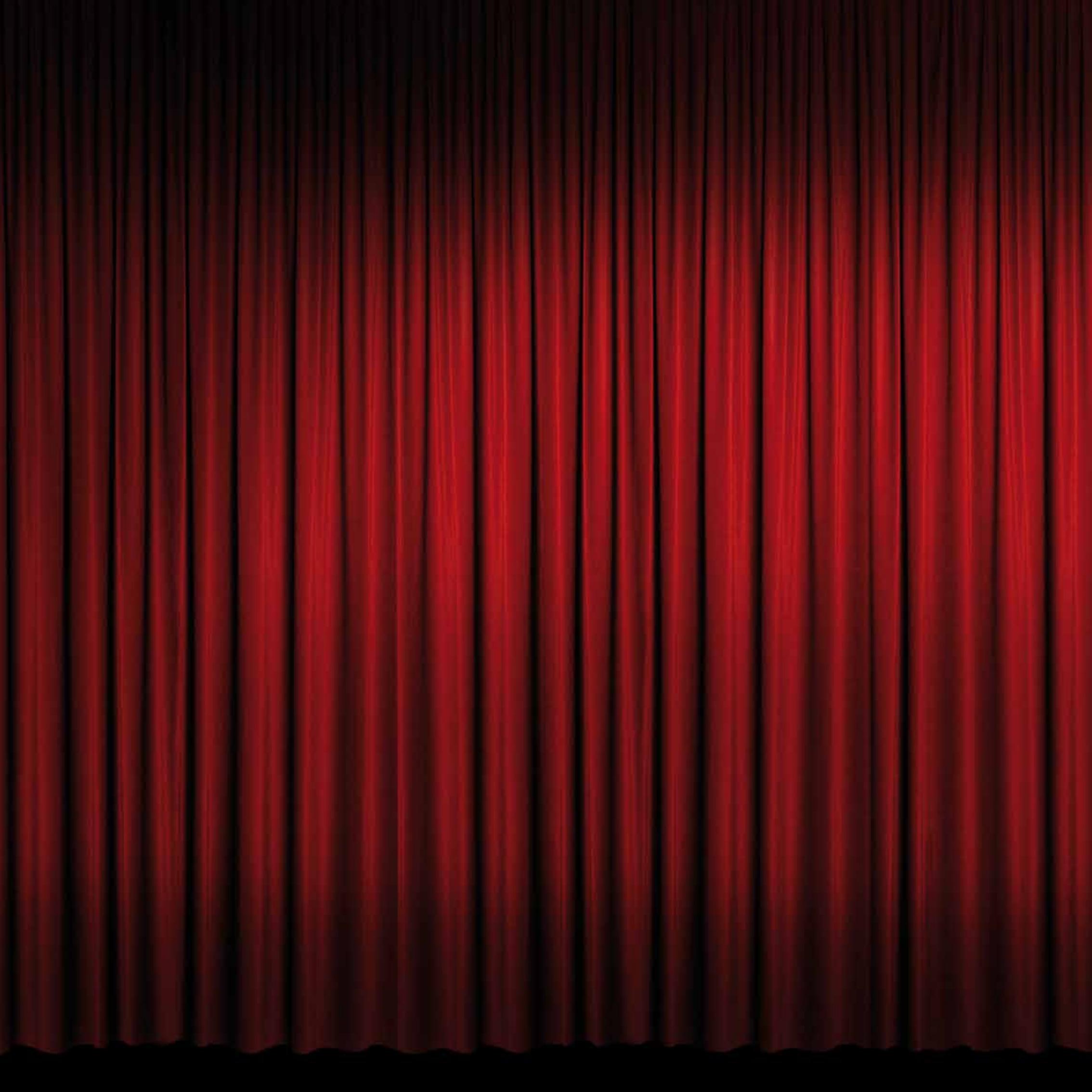
*Dialect, Sweden*



*Moss Bros, United Kingdom*



*Dr. Martens, Sweden*



A deep red, vertically pleated curtain serves as the background. A large, semi-transparent, light-colored oval is centered on the curtain, creating a spotlight effect. The text 'FRANK & SON'S' is centered within this oval in a white, serif font.

FRANK & SON'S

## THE BRAND

*Local, cosy and dynamic*

IMAGINE WALKING AROUND an old-fashioned food market. The smell from freshly baked bread mixed with the aromas from exotic dishes. The vegetable area is filled with fresh organic produce of all varieties. This vision is exactly what Frank and Son's are trying to accomplish with their shop concept.

What should you have for dinner tonight? There is always someone there to help you with ideas. Easy-to-make recipes, with ingredients presented together, help the customer to make decisions. The manager of the shop has close connections with the suppliers, all local, and the atmosphere feels very personal.

Frank and Son's started out as a small family business and was very successful for a long time, especially by the older population in the area. But they saw how the demographics of their customer changed and what was a sleepy neighbourhood turned into a hip and trendy area where people with a good income did their daily grocery shopping. When Frank's grandson took over the business, he started up more shops and suddenly Frank and Son's were a blossoming chain.

The reputation of this chain of shops has spread widely and people are coming from far away to shop there, be inspired and enjoy the personal service.









## THE TARGET GROUP

*Meet Adam – selective and family-oriented*

ADAM LIVES WITH HIS FAMILY IN a mid-size european city. To him work/life balance has become the most important thing. A few years ago, after working in IT for a large company and creating some good contacts, he decided to set up his own business. He loves the freedom to take his own decisions. Most of all he appreciates spending time with the family, his wife, daughter and son. He also is an active person, who likes biking and climbing, really enjoys the outdoors. Adam loves his part of town. It's not unusual to see him out dining with the family at the local restaurant.

The family do their grocery shopping at a local supermarket. He doesn't want to drive the car to one

of the large hypermarkets outside the city. The family prefers to go to a farmers' market at the weekend and pop by the local bakery almost daily. They like natural, organic food.

Adam is committed to brands that are ethical and service-minded. He likes the personal contact, being able to ask questions and getting to know the background of the product. When he buys his groceries he loves getting suggestions and inspiration for new recipes. Adam does not mind spending money on the right products, because he believes in quality.

## TREND CONNECTION

*Rural, locally adapted and personal*

IN THE FUTURE BIG CITIES WILL continue to grow even bigger and several new cities are likely to spring up due to the rapid population growth over the next few decades. In large cities there has been a trend for shopping to become homogenised and for every high street to look the same. This will change, and there will be a growing celebration of local streets and local shops, and a sense of belonging and pride in your own neighbourhood. We see a trend towards big brands localising their efforts; local has gone global. Rustic-looking interiors with natural materials such as wood are common, as is the use of local architects to conceptualise the brand.

Combined with a growing enthusiasm for sustainable shopping, consumers are also showing a keen interest in the civic aspect of business, especially retailers' corporate social responsibility programmes. They want to shop ethically and support local brands that contribute to society. It is important to shift from a purely global sensibility to one that also touches on local needs – be global in reach, yet essentially local in terms of communications, image and service.





**100%  
ORGANIC**

**FRESH  
LOCAL  
PRODUCE**



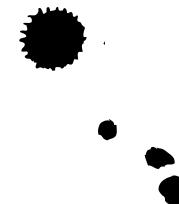
Energy efficient

Long lifetime

LED

Comfortable light

Quick implementation



## CUSTOMER SPECIFICATION

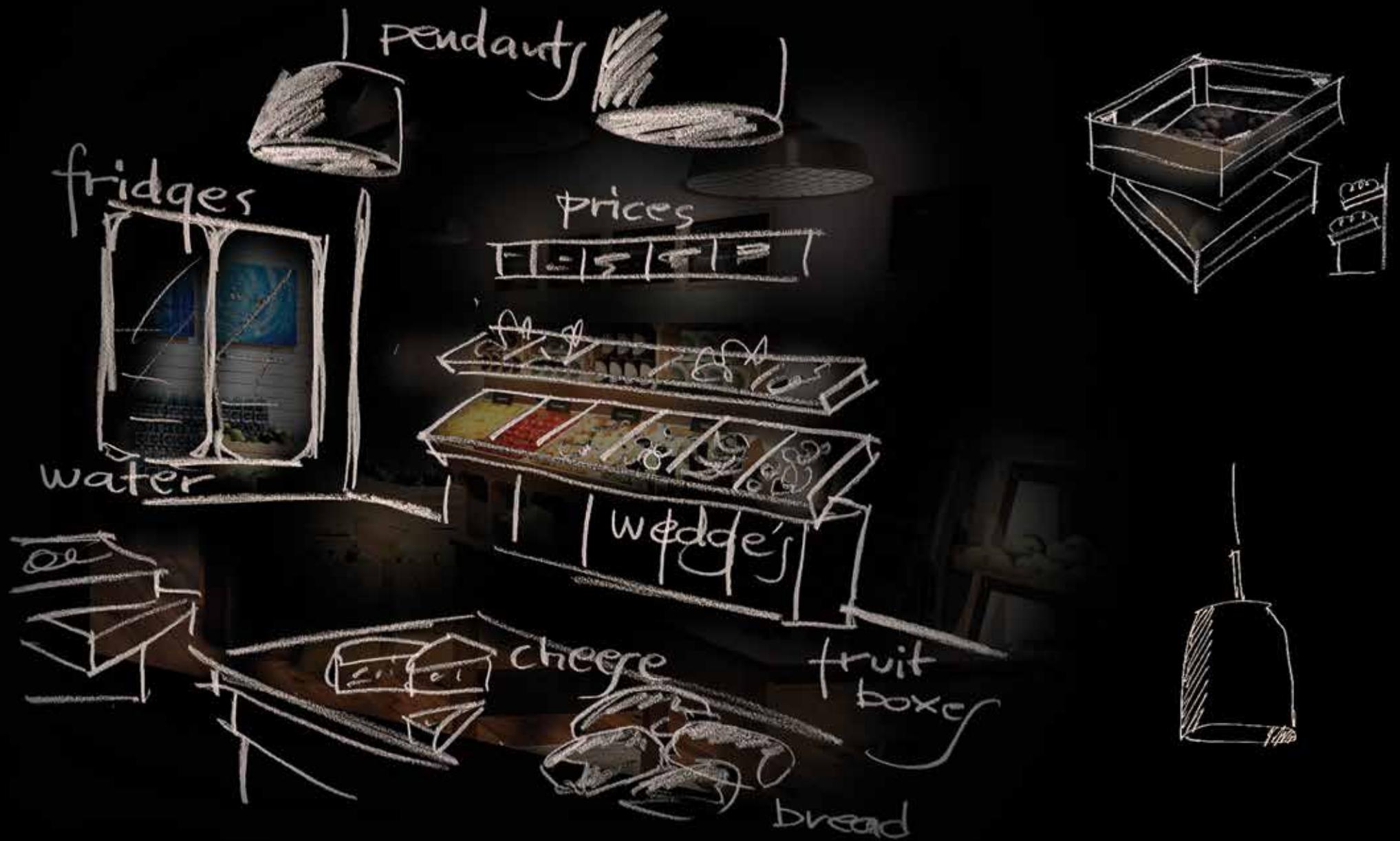
*Creative freedom but with certain restrictions*

FRANK AND SON'S WANT A warm, old and genuine feeling in the shop but also to involve new technology to save as much energy as possible. Having social responsibility and being environmentally friendly is a part of the image of the brand Frank and Son's. This also includes using light sources like LED that has a longer lifetime and that does not need to be replaced that often.

The customers shall feel comfortable and relaxed to have the time to think about what they want to buy rather what they need to buy. Frank and Son's does not have the whole specification when it comes to lighting

ready, but they know their brand and what they want it to communicate. The genuine and warm feeling and comfort for the customer is the main point of focus.

Frank and Son's has recently found this location and it is so perfect for them, that they couldn't turn it down. The chain is very particular with where they start-up their new shops and do their homework concerning the demographics of the area really well. When purchasing the lighting for this shop they only have a few weeks until opening and the planning has to be done quickly.



## OUR CREATIVE PROCESS

*Focusing on heritage and authenticity*

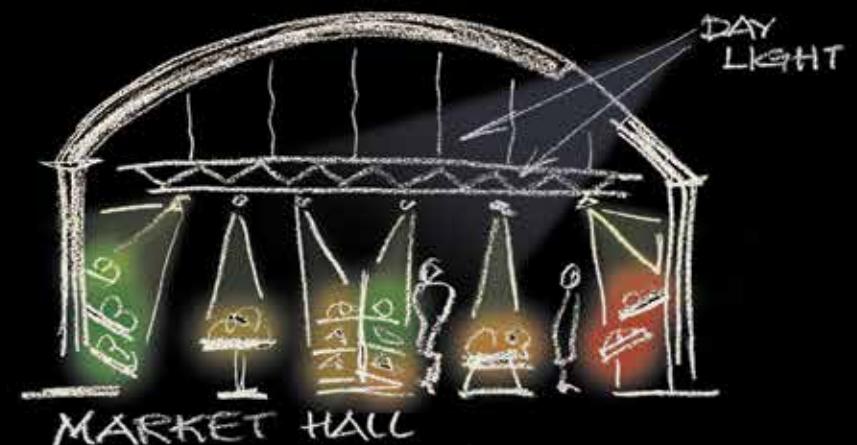
FAGERHULT WAS CHOSEN DUE TO the ability to present a good return of investment and the possibility to deliver a brand building solution within the acquired time.

Creating an old and relaxing feeling demands a really warm and comfortable light. A glowing light that enhances the warm and cosy feeling of the wooden shelves. A feeling of honesty where the shopper will feel at home. Heritage and authenticity are important words in the brand of Frank and Son's. They want their history to be known through every detail in the shop.

Capturing this in the lighting is something that is possible to do with an identity-carrying pendant. Our lighting designers discussed the value of having a really

old fashioned pendant that could have been used at the turn of the century. The result finally ended in a pendant that will take your thoughts to the actual farm environment, with the protective metal grid. So at the same time as the design is vintage it will also take the consumers thoughts back to a farm and a connection where the groceries came from.

The inspiration for the interior design was taken from a farmers market. When it comes to lighting a vision of a mix of a warm and friendly light mixed with a cool light coming from the sky trough a ceiling window. The cool light from above would enhance the warmth in the lighting of the groceries.





# FRANK & SON'S

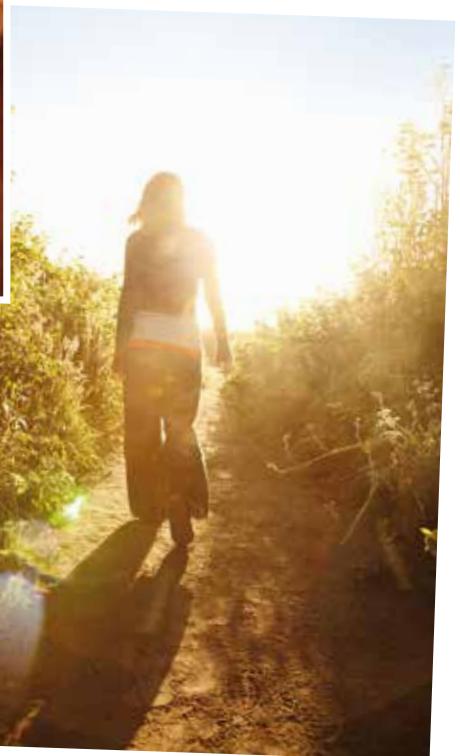


Warm



Welcoming

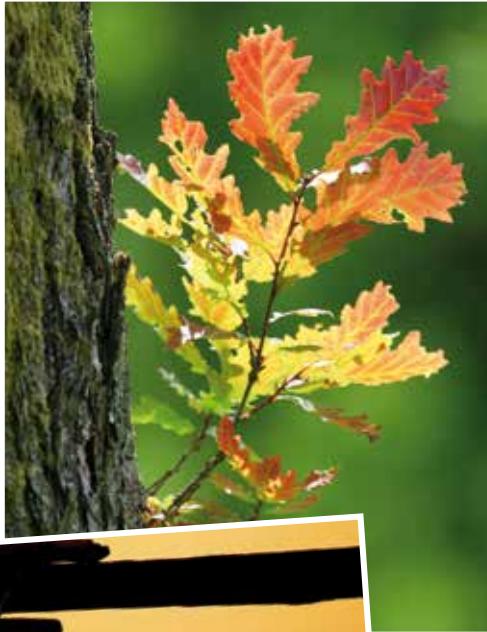
Wood  
& Bricks



Corner Shop



Tradition as added value



Vintage

Personal



## MOOD BOARD

*Capturing the feeling of the concept*

FOR FRANK & SON'S, THE CONCEPT WAS GROUNDED IN THE rural trends and local corner shops, where the lighting solution helped underline the story of their strong heritage. We wanted to evoke the customers with a sense of visiting a local market or food bazaar. Emphasising the warm coloured materials of wooden boxes, displays and natural brick walls helps build the atmosphere within the store while working with a complimentary contrast of warm and cool colour temperatures. A rustic, signature pendant was selected to conjure thoughts of a rural countryside. Value charged words for us were, cosiness, inviting atmosphere, tradition, authenticity and dynamics.

## THE SOLUTION

*Warm, accentuated and cosy*

FRANK AND SON'S IS A SHOP that communicates authenticity through every detail, with the commercial aspect coming second. The approach they want would be aligned to that of a small "around the corner shop" or a part of a larger supermarket where they are focusing and emphasising the organic parts of their assortment. What is most important to them is that the customer experience correlates with the brand values and feels honest. Words that are important to Frank and Son's are organic and environmentally friendly.

This honest, transparent and genuine feeling is enhanced by a very warm, almost glowing colour temperature in the lighting. Helping to create a warm, homely feel, far removed from the large industrial supermarkets.

This emotional connection to warm light is connected to our heritage and the need for fire and heat. A low Kelvin degree, 2700 or lower, will achieve this. The interior also adds to this warm and homely ambience with the brick wall and wooden material. Using point light sources with high energy in the green and red spectrum bring out the warmth and display fruit and vegetables at their best.

The spotlights, equipped with LEDs, are installed in an intelligent, controllable track possible to dim to save energy and create atmosphere. The energy consumption of the shop is approximately 10-12 w/m<sup>2</sup>.

As a compliment to the very warm colour temperature, and to get the feeling of a bazaar, the walls are lit with a cold 6500 Kelvin LED luminaire; as if the light came from the sky or through a ceiling window. This enhances the feeling of freshness and nature. A cooler light is also aimed at the water bottles to bring out the freshness in both the water and the bottles.





Homemade Pickles 2.99 / can  
Lemons 2.50 / lb

Grand Tomatoes 4.99 / can  
Fresh Tomatoes 2.99 / lb

Sweet Potatoes 2.99 / can  
Onions 7.99 / lb

Premium Pickles 3.29 / can  
Organic Cabbage 4.95 / head

Fresh Thyme in Bucket  
Strawberry Jam  
2.89 / Piece

Fresh Oregano in Bucket  
Artichokes  
1.59 / Piece

Lemons

Tomatoes

Onions

Salad

FRANK  
FRANK  
SON'S

FRANK  
FRANK  
SON'S

FRANK  
SON'S



FRANK & SON'S

The Heritage

When we started creating our own products, the goal was to help you eat clean. Our organic range and signature seasonal recipes help the customer to make choices. The average of the shop has been consistent with all ingredients, one in hand and the customer has no regret.

The experience of this shop has been really our people are making them to enjoy in their lives. An organic and enjoy the product.





## DISPLAY WALL

*Attention to detail*

THE TILE WALL ADDS A REAL cosiness and authentic feeling, which is increased by the warm colour temperature, communicating the brand values of the shop. Dedicating a complete wall to telling a story shows a level of transparency while offering customers the opportunity to get a real feeling for the brand, its values and history.

To capture the warm, cosy and authentic feeling of an ancient shop, Frank and Son's has an interior based on wood. Boxes, placed on top of each other, are used to create shelves, and integrated linear LED are placed to highlight the products on display.

## LIGHTING THE GROCERIES

*The right light for each product*

LIGHTING GROCERIES IN THE RIGHT way is a very important task. It is not only about a commercial lighting design, but there are also many functional aspects. There are a couple of different filters that are central when it comes to meat and fish.

Deli departments and fridges with fresh, high quality meat products are perfectly matched with light that has most of the radiation in the warmer, red spectrum. This can be achieved using different techniques like metal halide with meat filters, STH, LED-modules or metal halide light sources that are specialised for this application.

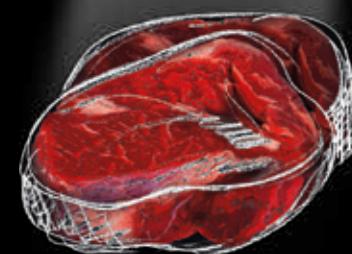
The result of the preferred solution is a vibrant red and fresh looking deli department. When planning the lighting solution for meat it is important to make sure that the light sources are not placed too close to the produce, to avoid the heat radiation destroying the produce.

Salmon and shrimps are typical foods that, if combined with a warmer light source, will attract customers

by enhancing the red and pinkish colours of the seafood. Cooler light is used to enhance the blue colours of the food and in the ice. The difference in colour temperature does not “kill” each other since warm and cool colour contrasts enhance each other. The fish counter is an area where you usually experience a cool feeling as the fresh goods have to be kept cool, so it won't be destroyed. To enhance this experience it's common to use light sources with a Kelvin degree of above 4000K.

Fruits and vegetables are products that also feel comfortable in warmer colour temperature. This can be achieved by using a light source with 2700K, coloured reflectors such as gold or yellowish coloured reflectors or a STH light source

The warm colours in bread and cheese are enhanced by the low degrees of Kelvin (<2700K), due to the high amount of warm wavelengths in the spectral distribution. This makes products with warm hues look even warmer and more attractive.



### MEAT

- Metal halide 3000K + meat filter or;
- STH 2500K
- Special LED module
- Special metal halide



#### FISH AND SEAFOOD

- *Metal halide 4200K*
- *Special LED module*
- *Special metal halide*  
*or a combination of;*
- *Metal halide 4200K + STH 2500K*



#### FRUIT AND VEGETABLES

- *Metal halide + filter or;*
- *STH 2500 K*
- *Special LED module*
- *Special metal halide*



#### BREAD AND CHEESE

- *Metal halide + filter or;*
- *STH 2500 K*
- *Special LED module*
- *Special metal halide*



Whole foods, United Kingdom



Irma, Denmark

## FRIENDS OF OURS

*Tasteful and energy efficient environments*

THE REQUIREMENTS OF A SUPERMARKET are often different from those of a fashion retailer. Historically food retailers have been very focused on energy efficiency while now there is a growing trend towards using their store as a place to communicate their brand as well as contributing to a more commercial environment.

Irma is a Danish food retailer with a strong organic profile. They wanted to upgrade their interior and lighting to become more aligned with their brand values. The result was a really dynamic and accentuated lighting solution that also was energy efficient.

The British chain Whole Foods has really taken the rural experience all the way. Wooden boxes to display their groceries and custom made signs from their own printer's results in an old-fashioned and rural experience.

Fagerhult was the supplier of the lighting solution that made a large number of ICA-shops more environmentally friendly by changing T8 fluorescent tubes to T5. With a new optimised lighting design, the accentuation of products became clearer, offering an ideal unison of efficiency and experience.



Pret a Manger, United Kingdom



ICA kvantum, Sweden



ICA Haga, Sweden



Irma, Denmark





## WE KNOW PERSONALITY MATTERS

*What trait do you want to enhance?*

WE HOPE THAT READING THIS BOOK has given you some ideas on how you can enhance the personality of your brand with lighting. Maybe you never thought about lighting as a tool to make your customers feel or to strengthen your brand, or to increase the attention for your products and enhance sales. But it can.

If you want some ideas on how to create a great commercial shopping environment Fagerhult is the company to contact. We have professional lighting designers that come in daily contact with questions on

how to plan the lighting to get the optimal return on investment. Both in regards to commercial impact and decreased energy consumption.

It doesn't matter what personality your brand has; humble and pleasant, posh and sophisticated or perhaps edgy and confident, there is always a lighting solution to compliment the brand.

Want to know more? Contact your local Fagerhult office and we will help you.







SOURCE OF KNOWLEDGE

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Ljus och Belysning, *Renström, Håkansson, 2004*

Grundläggande ljusteknik Rev 2, *Ulf Sandström, 2004*

Ljus och färg i seendets rum, *Anders Liljefors, 2000*

The Future Laboratory, *The Futures Report - Retail, 2010*

The Future Laboratory, *The Futures Report - Tech, 2011*

LS:N Global, *Retail trends 2012*

COPY

Camilla Hult

Katarina Morén

CONTENT

Camilla Hult

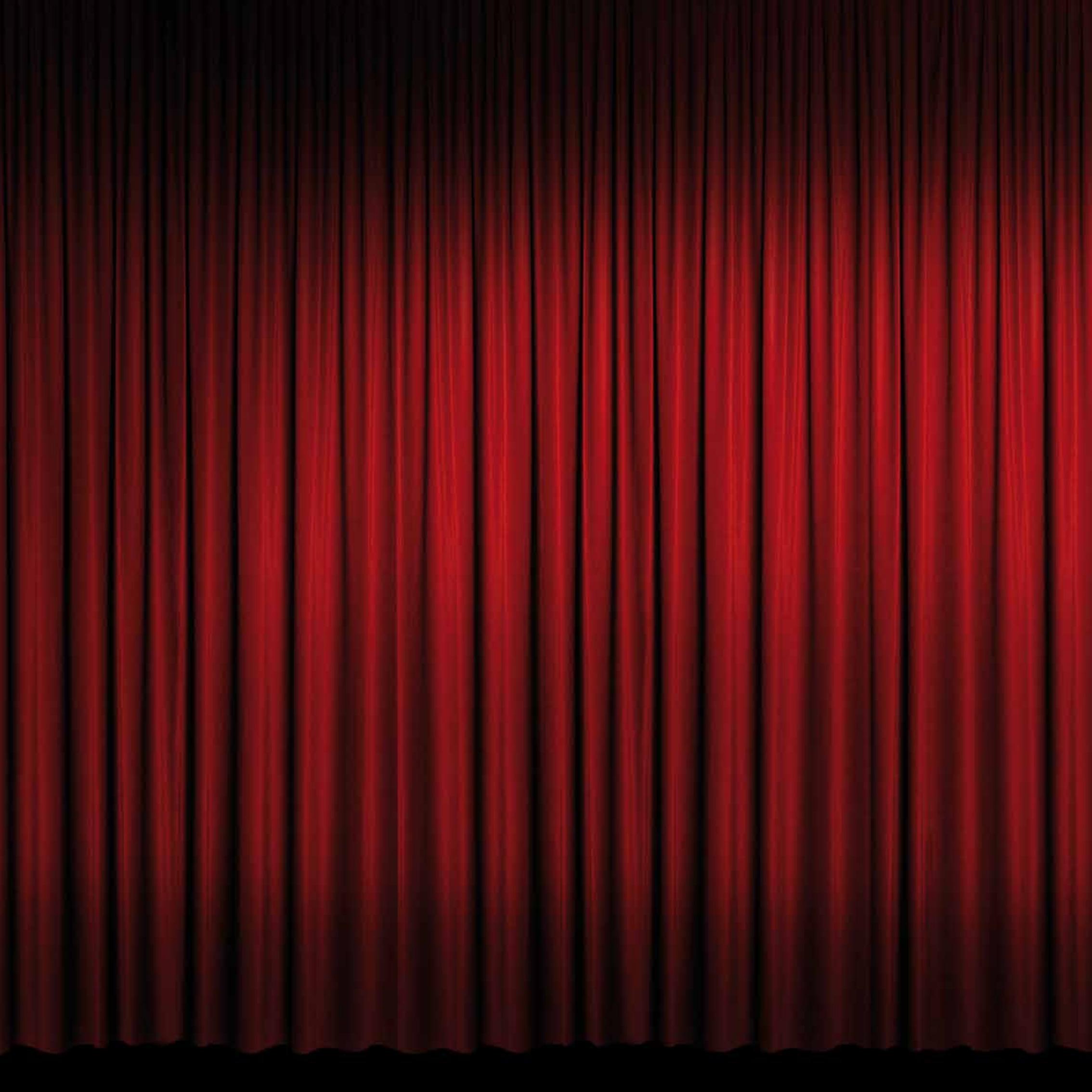
Katarina Morén

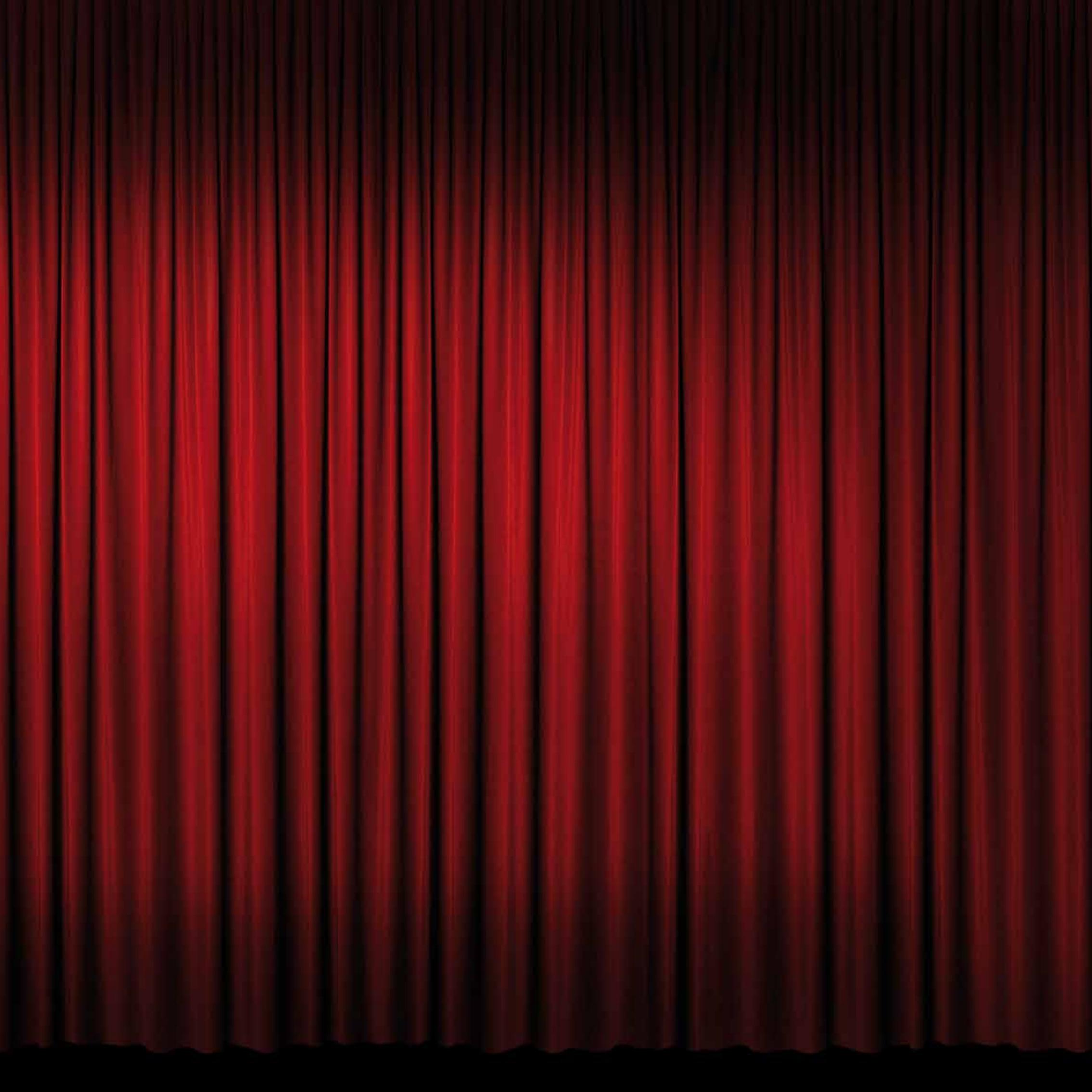
Anders Strömberg

Lars Gärdebäck

ART DIRECTION

Katarina Morén







LIGHT AFFECTS PEOPLE. It affects how we feel. If we feel awake or tired, if we feel busy or relaxed, or perhaps inspired. Our goal is to evoke feelings that result in greater shopping experiences - we want to enhance the commercial environment with the power of light. The feelings that are being evoked in your shop should be a reflection of your brand.

Therefore we want to give you some ideas on how you can enhance the personality of your brand with lighting solutions. Maybe you never thought about light as a tool to strengthen your brand, make an impact, or to increase the attention for your products and enhance sales. But it can. It doesn't matter what personality your brand has; humble and pleasant, posh and sophisticated or perhaps edgy and confident, there is always a lighting solution to compliment the brand.

In this book we describe the journey of light we work through together with our customers, in a very real and visual way. We hope this process will help illustrate how we implement creative and enhancing lighting solutions, based on concept development.

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**FAGERHULT**